B 2865-1

NEWS RELEASE

Contact: James E. Booker & Associates
755-0842
Diane Dorsey, Data Black
794-0250

For Release: Thursday
January 17, 1980
11:00 A.M.

DATA BLACK SURVEY RESULTS
1st QUARTER, 1980

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Black Americans More Favorable Toward Jews Than Other White Ethnics Groups

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Unemployment Biggest Issue for Blacks-See Upsurge in Job Discrimination-Find EEO/AA Laws Ineffective

DATA BLACK PUBLIC OPINION POLLS, INC.
60 East 86th Street
New York, New York, 10028

A Joint Venture of:
Clark, Phipps, Clark & Harris, Inc. and Inner-City Broadcasting Company

Dr. Kenneth B. Clark, Chairman
Mr. Percy E. Sutton President
Dresner, Morris & Tortorello Research, Consultants

BLACK - JEWISH RELATIONS

The reputed anti-Jewish feelings of blacks over recent events in the Middle East were not confirmed in the first national poll of black opinion by Data Black, the new survey research firm founded by noted psychologist Dr. Kenneth B. Clark of Clark, Phipps, Clark & Harris, Inc., Consultants and Mr. Percy Sutton of Inner City Broadcasting Corporation.

The poll involved 1,146 adult blacks in all economic, educational and social groups.

Overall, blacks articulate favorable or neutral attitudes toward each group tested, with Hispanics and Jews emerging as most popular and white AngloSaxon Protestants emerging as least popular. Specfically, 41% express favorable attitudes toward Jews, while a total of 37% were neutral, expressing neither favor or disfavor. 11% express unfavorable attitudes.

Attitudes toward Hispanics are 41% favorable and 6% unfavorable; toward Italians, 36% favorable and 9% unfavorable. The Irish receive favorable ratings from 32% and unfavorable ratings from 11%, while white Anglo Protestants, the most negatively viewed group tested, are given favorable marks by 34% and unfavorable marks by 17%. Blacks do not report great hostility toward any group.

The higher the income and educational level among blacks the

more favorable the feelings toward Jews. Regionally the highest percentage of pro-Jewish sentiment was expressed by southern blacks (Table 1A).

The black respondents were also asked how they perceived each of these ethnic and religious groups feels about blacks. Without exception, the groups are perceived by blacks as less favorably disposed toward blacks than blacks are toward them (Table 2).

BLACKS, JEWS AND HISPANICS

Of these groups, only Jews and Hispanics are seen by a plurality of blacks to have favorable attitudes toward blacks. (35% of the respondents deem Jews to be favorably disposed toward blacks; 26% deem Jews unfavorable; Hispanics are seen as favorable by 33% of the respondents and unfavorable by 20%). White Anglo-Saxon Protestants are more adamantly considered anti-black; 30% of respondents feel white Anglo-Saxon Protestants are favorable toward blacks, while 44% feel they are unfavorable.

In light of the favorable attitudes of blacks toward Jews, it is interesting to note that a majority of blacks 54% to 13% feel that Israel should agree to a homeland for Palestinians on the Bank of the Jordan River (Table 4), while a plurality 40% to 28% (Table 3) believes that the United States should recognize the Palestinian Liberation Organization as "the official representative of the Palestinian people."

BLACK INVOLVEMENT IN FOREIGN AFFAIRS

The survey shows that 49% (Table 8) of all blacks interviewed feel that blacks should work through channels, the United States Department of State, in playing a foreign affairs role, while a plurality of blacks under thirty favor direct talks between blacks and foreign leaders.

However, four out of five blacks feel it is appropriate for black leaders to play a role in U.S. foreign policy and 82% (Table 7) believe it appropriate for black leaders to play a role in United States foreign policy. 67% (Table 9) rate the activities of Reverend Jesse Jackson and Reverend Joseph Lowery as helpful to peace efforts in the Middle East. Only 7% rate these activities as harmful to peace efforts.

When respondents were asked which country or group they support most in the Middle East conflict, 22% cite Egypt, 11% cite Israel, 11% cite Palestinian Liberation Organization, and 7% cite other Arab states. Nineteen percent (19%) support no country or group, while 28% are unsure of their sympathies (Table 5).

Most blacks do not feel that their own situation in the United States is similar to the Palestinian situation in the Middle East. 21% evaluate their situation as very different, whereas only 9% see them as very similar (Table 6).

CARTER'S PERFORMANCE

According to the Data Black Poll, President Carter receives positive ratings from blacks for his overall job performance, but receives negative ratings for his job performance vis-a-vis blacks.

One third, 33% (Table 1.10) give President Carter positive marks for the job he is doing as President, while only 24% give him negative marks.

On the other hand, only 23% (Table 1.11) award the President with positive marks for the job he is doing to help blacks, while 44% award him with negative marks in this regard.

THE ABORTION ISSUE

The black community is split on the issue of abortion. Nineteen percent (19%) of black Americans believe abortion should be legal under all circumstances; 45% believe it should be legal under certain circumstances; 27% believe it should be illegal under all circumstances; and 6% are unsure (Table 1.12). These figures represent slightly less support for the pro-choice position than is found in most national surveys including whites and others.

Despite these findings, fully 64% of blacks favor the use of government money to pay for the abortions of poor women(Table 1.13). This is higher than most comparable national figures.

Danger to the women's life (77%), rape (73%), danger to the woman's mental health (67%), and incest (54%) are circumstances under which majorities believe abortion should be legal. Financial difficulty (42%) receives less than majority support as a condition for legal abortion (Table 1.14).

ECONOMIC DISCRIMINATION

Discrimination emerges from the first Data Black Poll as a widespread and current problem for black Americans. Over one-third of blacks spontaneously mention discrimination as among the two or three most important problems facing blacks today. More than a majority have personally experienced discrimination.

Job discrimination is a particularly pressing problem for blacks: 41% have personally experienced this type of discrimination (Table 1.15). Of this group, nearly one-fourth (24%) place their most recent brush with job discrimination between 1978 and 1979, while 31% place it before 1970 (Table 1.16).

A source of unknown social dynamite resides in the finding that the more highly educated blacks are more likely to report having experienced job discrimination than are poorly educated blacks. Nearly 60% of black college graduates report having experienced racial discrimination in applying for a job, compared to less than a third of blacks with less than a high school education.

Blacks' opinion concerning affirmative action efforts is clearly negative. Nearly a majority of blacks, 47% (Tables 1.17, 1.18, 1.19) report that Equal Employment Opportunity-Affirmative Action programs result in blacks being treated worse than whites, and 55% state that there have been no real changes in hiring as a result of EEO/AA. The only exceptions to the latter finding are those who apparently have experienced the worse discrimination: blacks over fifty,

from the South, and those with less than a high school education.

Moreover, blacks perceive their own problems to be different from those of the United States as a whole. When respondents were asked their opinion concerning the number one problem facing the natiopn, 44% cited Iran. However, when asked the number one problem facing blacks, unemployment was stated. Over half (55%) cite unemployment as one of the two or three most important problems facing blacks (Table 1.20), while 27% cite it as a prcblem for the United States.

Thirty-six percent 36%) mention discrimination as a problem for blacks, whereas 13% mention it in connection with the the United States.

Similarly, 24% cite education as a problem facing blacks, while only 4% mention it as a problem for the United States. Moreover, those with the most recent and most extensive experience in the educational system (younger respondents and college graduates) are among the most likely to cite it as a problem for blacks.

SURVEY METHODOLOGY

The Data Black study involved telephone interviews with 1,146 randomly selected black adults and covered the period November 23, 1979 to January 2, 1980.

Consultants to Data Black in this survey of black attitudes, preferences, habits and customs was the New York based firm of Dresner, Morris and Tortorello (DMT) Research. Richard Dresner and Nick Tortorello of the DMT firm are former senior vice presidents of the Louis Harris polling group.

Dr. Seymour Sudman of the University of Illinois Survey Research Laboratories served as consultant to Dresner, Morris & Tortorello and Data Black in the selection of the data sample and sampling procedure.

Questions asked of the respondents in this poll covered social, political, civil rights, recreational and educational issues as well as buying preferences, entertainment preferences and life-style issues.

The results reported at this time are a partial report of the seventy-eight (78) survey questions.

According to Dr. Clark and Mr. Sutton, results of the poll of black Americans as to their Presidential preferences, as between President

Carter, Senator Teddy Kennedy and Governor Brown, as well as a comparison between Carter, Kennedy and Brown and each of the Republican presidential candidates will be released by Data Black on Tuesday, January 22.

In addition to an expression of preferences by black Democrats as between Carter, Kennedy and Brown, and the Republican presidential candicates, Data Black's January 22nd report of results will compare black Republicans' preferences as between all declared Republican candidates, plus former President Gerald Ford.

Data Black is a joint venture of Inner City Broadcasting Corporation of New York and Clark, Phipps, Clark & Harris, Consultants.

Dr. Clark is President of Clark, Phipps, Clark & Harris, a research consulting firm, doing domestic and international social, educational and economic research for corporate, institutional and government planning and action.

Attorney Sutton is Chairman of the Board of Inner City Broadcasting Corporation, a radio broadcasting and diversified company, with radio stations in New York, Los Angeles, San Francisco and Detroit.

Organized to conduct highly scientific local and national surveys of black Americans, Data Black will conduct and publish four surveys each year, and supply survey materials and information to subscribers who pay a fee for such information and services.

Data Black's headquarters are at 60 East 86th Street, Manhattan, Telephone (212) 794-0250.

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Table 1

HOW DO YOU FEEL ABOUT EACH OF THE FOLLOWING GROUPS
(Base: Total respondents)

	Total	Very favorable	Somewhat favorable	Neutral	Somewhat unfavorable	Very unfavorable	Not sure
Irish	%	10	22	41	6	5	16
Italians	%	13	23	42	6	3	13
Jews	%	17	24	38	6	5	11
Hispanics	%	17	24	37	4	2	16
White Anglo-Saxon Protestants	%	9	25	36	9	8	12

Table 2

HOW DO YOU THINK EACH OF THE FOLLOWING GROUPS FEEL TOWARDS BLACKS
(Base: Total respondents)

	Total	Very favorable	Somewhat favorable	Neutral	Somewhat unfavorable	Very unfavorable	Not sure
Irish	%	4	18	24	19	11	23
Italians	%	6	23	24	20	8	19
Jews	%	7	28	22	16	10	16
Hispanics	%	7	26	27	14	6	21
White Anglo-Saxon Protestant	%	2	18	18	24	20	18

Table 3

DO YOU THINK THE U.S. GOVERNMENT SHOULD OFFICIALLY RECOGNIZE THE P.L.O. OR PALESTINIAN LIBERATION ORGANIZATION AS THE OFFICIAL REPRESENTATIVE OF THE PALESTINIAN PEOPLE, OR NOT
(Base: Total respondents)

	Total
	%
Yes	40
No	28
Not sure	32

Table Ia

How do you feel about (Jews)
(Base: Total Respondents)

Total	Very Favorable	Somewhat Favorable	Neutral	Somewhat Unfavorable	Very Unfavorable	Not Sure
%	17	24	38	6	5	11
Education						
less than H.S.	18	21	31	4	4	21
H.S. grad	14	26	43	5	5	6
College grad.	25	20	27	19	4	5
Income						
less than 15000	15	24	36	4	4	15
15000 to 24999	19	23	43	5	3	6
25000 +	15	26	34	12	8	4
Region						
East	15	26	39	8	3	9
Mid-West	12	20	38	11	4	15
South	17	28	32	5	5	13
West	25	16	46	1	9	3

Table 4

SHOULD ISRAEL AGREE TO A HOMELAND FOR THE PALESTINIANS ON THE BANK OF THE JORDAN RIVER

(Base: Total respondents)

	Total
	%
Yes	54
No	13
Not sure	33

Table 5

WHICH COUNTRY OR GROUP DO YOU SUPPORT THE MOST IN THE MIDDLE EAST CONFLICT

(Base: Total respondent)

	Total
	%
Egypt	23
Palestinian Liberation Organization	11
Israel	11
Other Arab states	7
All of them	1
None of them	19
Not sure	28

Table 6

HOW WOULD YOU COMPARE THE SITUATION OF PALESTINIANS IN THE MIDDLE EAST WITH THE SITUATION OF BLACKS IN THE U. S.

	Total
	%
Very similar	9
Somewhat similar	34
Somewhat different	21
Very different	21
Not sure	15

Table 7

DO YOU THINK THAT IT IS APPROPRIATE OR INAPPROPRIATE FOR LEADERS OF BLACK GROUPS IN THE U.S. TO PLAY A ROLE IN U.S. FOREIGN POLICY
(Base: Total respondents)

	Total
	%
Appropriate	82
Inappropriate	10
Not sure	8

Table 8

DO YOU THINK THAT THESE BLACK LEADERS SHOULD...
(Base: Appropriate)

	Total
	%
Work through U.S. State Department	49
Talk directly to foreign leaders	34
Both	10
Neither	1
Not sure	7

Table 9

HOW WOULD YOU RATE THE ACTIVITIES OF JESSE JACKSON AND JOSEPH LOWERY IN REGARD TO PEACE EFFORTS
(Base: Total respondents)

	Total
	%
Very helpful	27
Somewhat helpful	40
Makes no difference	14
Somewhat harmful	5
Very harmful	2
Not sure	12

Table 10

HOW WOULD YOU RATE THE JOB JIMMY CARTER IS DOING AS PRESIDENT OF THE UNITED STATES

	Total
	%
1	12
2	12
3	38
4	18
5	15
Not sure	5
Mean	3.15

1 = Poor 5 = Excellent

Table 11

HOW WOULD YOU RATE THE JOB JIMMY CARTER IS DOING TO HELP BLACK AMERICANS

(Base: Total respondents)

	Total
	%
1	18
2	26
3	28
4	12
5	11
Not sure	6
Mean	2.72

1 = Poor 5 = Excellent

Table 12

OPINION ON ABORTIONS
(Base: Total respondents)

	Total
	%
Legal under all circumstances	19
Legal under certain circumstances	48
Illegal in all circumstances	27
Not sure	6

Table 13

DO YOU FAVOR OR OPPOSE THE GOVERNMENT PROVIDING MONEY FOR ABORTIONS FOR POOR WOMEN WHO WOULD NOT BE ABLE TO AFFORD THEM OTHERWISE
(Base: Total respondents)

	Total
	%
Favor	64
Oppose	29
Not sure	8

Table 14

AND DO YOU THINK ABORTIONS SHOULD BE LEGAL OR ILLEGAL IF...
(Base: Total respondents)

	Total	Legal	Illegal	Not sure
Pregnancy as a result of rape	%	73	20	7
Pregnancy will endanger the mental health of the woman	%	67	24	9
Pregnancy is a result of incest	%	54	30	17
Pregnancy will endanger life of the woman	%	77	17	6
The couple can't afford to have a child	%	42	50	8

Table 15

HAVE YOU PERSONALLY EVER EXPERIENCED RACIAL DISCRIMINATION AGAINST BLACKS IN TERMS OF APPLYING FOR A JOB, OR NOT
(Base: Total respondents)

	Total
	%
Yes	41
No	57
Not sure	3

Table 16

IN WHAT YEAR DID YOU RECENTLY EXPERIENCE RACIAL DISCRIMINATION IN APPLYING FOR A JOB
(Base: Personally experienced discrimination)

	Total
	%
Before 1970	31
1970-1972	16
1973-1975	15
1976-1977	11
1978-1979	24
Not sure	3

Table 17

HOW EFFECTIVE WOULD YOU SAY THE
FEDERAL GOVERNMENT IS IN ENFORCING LAWS
AGAINST RACIAL DISCRIMINATION IN EMPLOYMENT
(Base: Total respondents)

	Total
	%
Very effective	10
Somewhat effective	40
Somewhat ineffective	24
Very ineffective	18
Not sure	7

Table 18

WHICH OF THE FOLLOWING BEST DESCRIBES RESULTS OF RECENT TRENDS
IN EQUAL EMPLOYMENT OPPORTUNITY
AND AFFIRMATIVE ACTION--BLACKS BEING TREATED--
(Base: Total respondents)

	Total
	%
Equal to Whites	20
Preferentially to Whites	23
Worse than Whites	47
Not sure	10

Table 19

WHICH OF THE FOLLOWING BEST DESCRIBES
THE RESULTS OF RECENT TRENDS IN
EQUAL EMPLOYMENT OPPORTUNITY AND AFFIRMATIVE ACTION
(Base: Total respondents)

	Total
	%
Reverse discrimination against Whites	6
Making up for past discrimination against Blacks	25
No real changes in hiring	55
Not sure	14

Table 20

WHAT ARE THE MOST IMPORTANT PROBLEMS FACING
BLACK AMERICANS TODAY
(Base: Total respondents)

	Total	18-29	College graduate
	%	%	%
Unemployment	43	41	53
Discrimination/racism	20	24	16
Discrimination in jobs/employment	11	13	12
Housing	11	6	12
Inflation/high cost of living	7	6	7
Unity among Blacks	6	6	8
Poverty/lack of money	5	7	9
Limits on upward mobility/lack of good paying jobs	5	4	11
Lazy/need self discipline/ self-direction	5	8	3
Low wages	3	3	1
Crime	3	3	3
Nets			
Jobs/unemployment	55	54	69
Discrimination	36	40	38
Education	24	30	34
Inflation	17	18	19
Housing	12	7	19
Energy	2	*	1
Health/medical	2	2	3

* = Less than 1%

Table 21

WHAT ARE THE MOST IMPORTANT PROBLEMS FACING THE UNITED STATES TODAY

(Base: Total respondents)

	Total
	%
Iran	44
Inflation/high cost of living	30
Jobs/unemployment	27
Energy/fuel/gas price	26
Economy	14
Racial problems/discrimination	13
Crime	6
Government leadership	6
Schools/education	4
Food prices	3
Poverty	3
Other	7
None	1
Not sure	7

6/20/80 B2765-1

DATA BLACK PUBLIC OPINION POLLS, INC.

NEWSLETTER

Vol. 1 No. 3

Contact: James E. Booker & Associates
755-0842
Diane Dorsey, Data Black
794-0250

For Release: Thursday
May 1, 1980 - A.M.

The results are in from the second survey of black attitudes toward the 1980 Presidential candidates.

The results come from a poll commissioned by Inner City Broadcasting Company and Clark, Phipps, Clark & Harris, International Consultants, both of New York City. The survey was conducted between March 13, 1980 and April 9, 1980 by Data Black Public Opinion Polls, Inc.

Throughout this report, reference is made to the first Data Black study which was conducted from November 23, 1979 to January 2, 1980 and which also involved a nationally projectable sample of black adults. Unless otherwise noted, however, all figures refer to Data Black II.

THE DEMOCRATIC NOMINATION

According to the second quarterly Data Black poll, the Presidential preferences of black democrats (who comprise 72% of all black adults) have reversed since the first Data Black Poll conducted during

December. Jimmy Carter currently maintains an 11% lead over Edward Kennedy among black democrats, as compared with the previous 16% lead held by Kennedy over Carter (Table 3).

These figures represent a trend toward Carter and away from Kennedy among black democrats. The table below compares the first and second Data Black results with those of a recent Gallup poll.

	Data Black - I December, 1979	Gallup February, 1980 (Non-white Respondents	Data Black - II March, 1980
Jimmy Carter	32	43	48
Edward Kennedy	48	46	37
Jerry Brown	1	-	1
Not Sure	18	11	14

Carter now receives 48%, Kennedy receives 37%, and Jerry Brown receives 1% (Table 3). In addition , 14% of black democrats are undecided as to their preference for the democratic nomination. In the first Data Black poll, 32% of black democrats chose President Carter, 48% chose Senator Kennedy, 1% chose Governor Brown and 18% were undecided. The March figures represent a 16% gain for Carter and an 11% loss for Kennedy. Moreover, 4% fewer black democrats are now undecided than in December.

The President appears to have benefited from pro-Carter movement among democrats who were previously for Kennedy as well as those who had been undecided in December. Carter gains are particularly pronounced among democrats in the following demographic groups (Table 4-5):

- o Western blacks (8% in December vs. 48% in March);
- o Younger blacks (18-29) (23% in December vs. 44% in March); and
- o Middle income blacks ($15,000-$24,999) 24% in December vs. 45% in March).

It is also significant that Jimmy Carter attracts pluralities among all demographic groups tested, and he obtains majorities among:

- o Older blacks (50 or older) 58%);
- o Blacks with less than a high school education (55%);
- o College graduates (55%);
- o Rural blacks (52%);
- o Blacks with annual household incomes of less than $15,000 (52%);
- o Southern blacks (51%); and
- o Men (50%)

Observation

There figures bode ill for the candidacy of Senator Kennedy in view of his traditional strength among black Americans. Moreover, Senator Kennedy declined by 21% among black youths, formerly a strong bastion of Kennedy support, while President Carter increased by 21% among this group.

Despite this pro-Carter shift, black democrats show slightly less support for President Carter than do all democrats. According to the April CBS News/New York Times survey, President Carter receives 55% among all democrats to Senator Kennedy's 32%.

THE REPUBLICAN NOMINATION

Ronald Reagan has moved into the lead for the republican nomination among the 8% of all blacks who identify themselves as republicans (Table 6) Former Governor Reagan attracts 37% of the vote in contrast to former President Gerald Ford's 20%, Congressman John Anderson's 12% and former Ambassador George Bush's 6%. One quarter (25%) of black republicans remain undecided.

This also represents something of a reversal since the first Data Black survey in December. At the earlier time, Mr. Ford captured one-third (33%) of the black republican vote, while Governor Reagan received 25%, Mr. Bush received 2%, Congressman Anderson received 1%, 25% were undecided with the remainder scattered among "others."

Observation:

These data indicate that both John Anderson and Ronald Reagan have benefited from Gerald Ford's declination to run.

THE GENERAL ELECTION

President Carter and Senator Kennedy maintain leads over each republican candidate tested in hypothetical general election match-ups. (Table 7-13). Yet, despite this finding that the democrats are stronger among blacks than among all adults, it is significant that the republican candidates have gained support among blacks since December.

In December, 7% chose Mr. Reagan and 69% selected Mr. Carter. Currently, 13% opt for Reagan and 70% opt for Carter, a gain of 6% for Reagan and

and 1% for Carter. In the Kennedy-Reagan contest, Ronald Reagan had previously garnered 5% to Senator Kennedy's 74%. These figures now stand at 13% for Reagan and 71% for Kennedy, representing an even greater gain of 8% for Reagan and a loss of 3% for Kennedy.

In the current study, no fewer than 12% select any republican over any democrat and this figure is in excess of the 8% who identify themselves as republicans.

Although the differences are slight, the democrats fare best when Jimmy Carter is pitted against John Anderson (Carter wins 70% to 12%; 18% are undecided) and when Edward Kennedy opposes Ronald Reagan (Kennedy wins 71% to 13%; 16% are undecided). The democratic margin shrinks most in a Carter-Ford contest (Carter wins 68% to 16%; 16% are undecided).

Results from other hypothetical contests show Kennedy leading Ford, 70% to 15% (16% are undecided)Kennedy leading Bush, 68% to 12% (20% are undecided) and Carter leading Bush, 71% to 16% (14% are undecided).

These figures are consistent with black voting patterns in 1976. According to Louis Harris & Associates, Jimmy Carter received 87% of the 1976 black vote to Gerald Ford's 12%.

EVALUATIONS OF PRESIDENT CARTER

Observation

The pro-Carter movement of black presidential preferences stands in sharp contrast to the ambivalence and disapproval voiced in response to his on-the-job performance. Moreover, blacks articulate lower levels of approval than does the nation as a whole. This suggests that Carter's gains were derived more from doubts about Senator Kennedy than from any improved opinion of Carter's accomplishments as President.

Overall Job Performance

Black attitudes toward the job Jimmy Carter is doing as President are still as divided as they were in December (Tables 14-15). Currently, 31% give the President positive ratings for his overall job performance, 38% give him neutral ratings and 26% give him negative ratings. In December, 33% awarded positive marks to the President, 38% neutral marks, and 24% negative marks.

Pluralities of young blacks (32%), wealthier blacks (32%), and college graduates (32%) award the President with negative marks while relatively large pluralities of the following groups view his job performance in a positive light:

- o Older Blacks (47%)
- o Blacks with less than a high school education (44%)
- o Blacks with annual household incomes less than $15,000 (35%)

Nationally, approval for Mr. Carter's overall job performance has been dropping steadily. In February, the Gallup Poll reported a 55% approval rating and in April this declined to 43%. Thus,although black evaluations of President Carter have remained unchanged, they are still less positive than national figures.

Efforts to Help Blacks

Moreover, President Carter is judged even more harshly for the specific aspects of his performance in office than for his overall job performance. In terms of the job the President is doing to help blacks, 46% of black Americans judge him negatively, 26% neutrally, and only 22% positively. This represents little change from the first Data Black Poll in December when 44% rated him negatively, 28% neutrally, and 23% positively.

Observation

As we pointed out in our first Data Black analysis, blacks clearly differentiate their own situation from that of the nation as a whole. This is again illustrated by the more negative marks awarded to the President in terms of his efforts to help blacks, as compared with the ratings awarded to him in terms of his overall performance on the job.

Majorities or pluralities of the following demographic groups tend to be more negative than others about President Carter's efforts to help blacks:

- o College graduates (59%)
- o Western blacks (59%)
- o Wealthier blacks (57%)
- o Younger blacks (55%)
- o Middle-aged blacks - 39-49 (51%)
- o High school graduates (51%)

Iran and Afghanistan

Blacks also disapprove of President Carter's handling of the situation in Iran (Table 18). A plurality of 48% disapprove of the way President Carter is handling this situation, as compared to the 39% who approve. These numbers parallel those obtained in the April CBS News/New York Times poll among all Americans which found 53% disapproving and 39% approving.

Observation

These results were obtained before the attempt to rescue the hostages in Iran and may have therefore changed.

Black opinion on the way President Carter is dealing with the Soviet military intervention in Afghanistan parallels attitudes toward Carter's handling of the situation in Iran: 46% disapprove of the President's performance in the Afghan situation, while 34% approve (Table 19). These figures are, however, more negative than the figures obtained from the entire nation in January by the Gallup Organization which showed a 25% disapproval rating and a 57% approval rating.

Table 1

ARE YOU NOW REGISTERED TO VOTE?
(Base: Total respondents)

	Total
Total respondents	(1177)
	%
Yes	74
No	25
Not sure	1

Table 2

THINKING ABOUT YOUR POLITICAL AFFILIATION, WOULD YOU DESCRIBE YOURSELF AS A DEMOCRAT, A REPUBLICAN, OR SOMETHING ELSE?
(Base: Total respondents)

	Total
Total respondents	(1177)
	%
Democrat	72
Republican	8
Independent	6
Other	2
Not sure	12

Table 3

WHO DO YOU PREFER FOR THE
DEMOCRATIC NOMINATION FOR PRESIDENT
OF THE UNITED STATES?
(Order of the candidate's names was rotated)
(Base: Democrats)

	Total Data Black II	Total Data Black I	Difference
Total respondents	(848)	(1062)	
	%	%	%
Jimmy Carter	48	32	+16
Edward Kennedy	37	48	-11
Jerry Brown	1	1	-
Not sure	14	18	-4

Table 4

WHO DO YOU PREFER FOR THE
DEMOCRATIC NOMINATION FOR PRESIDENT
OF THE UNITED STATES?
(Order of the candidate's names was rotated)
(Base: Democrats)

	Total	Men	Women	Registered voters	18-29	30-49	50 and over
Total respondents	(848)	(371)	(476)	(682)	(281)	(314)	(247)
	%	%	%	%	%	%	%
Jimmy Carter	48	50	47	49	44	44	58
Edward Kennedy	37	38	36	36	40	42	27
Jerry Brown	1	1	2	1	1	2	-
Not sure	14	11	16	15	15	12	15

Table 4
(continued)

	Total	Less than high school	High school graduate	College graduate	Urban	Rural
Total respondents	(848)	(284)	(478)	(85)	(437)	(136)
	%	%	%	%	%	%
Jimmy Carter	48	55	43	55	49	52
Edward Kennedy	37	34	40	32	36	33
Jerry Brown	1	1	2	-	1	2
Not sure	14	11	16	14	14	14

Table 4

(continued)

	Total	Less than $15,000	$15,000-$24,999	$25,000 or more	East	Midwest	South	West
Total respondents	(848)	(370)	(160)	(186)	(169)	(174)	(418)	(86)
	%	%	%	%	%	%	%	%
Jimmy Carter	48	52	45	47	46	44	51	48
Edward Kennedy	37	36	40	37	38	41	34	37
Jerry Brown	1	1	1	2	1	2	1	1
Not sure	14	12	14	14	15	14	13	14

Table 5

DATA BLACK I

WHO DO YOU PREFER FOR THE DEMOCRATIC NOMINATION FOR PRESIDENT OF THE UNITED STATES
(Order of candidate's names was rotated)
(Base: Democrats)

	Total	Registered voters	18-29	30-49	50 and over	Less than high school	High school graduate
Total respondents	(1062)	(885)	(367)	(395)	(300)	(328)	(578)
	%	%	%	%	%	%	%
Edward Kennedy	48	49	60	51	29	48	52
Jimmy Carter	32	31	23	26	50	38	27
Jerry Brown	1	1	2	1	-	-	1
Other	-	-	1	-	1	-	1
Not sure	18	18	13	21	21	14	19

Table 5
(continued)

	Total	College graduate	Less than $15,000	$15,000-$24,999	$25,000 or more	East	Mid-west	South	West
Total respondents	(1062)	(150)	(421)	(262)	(296)	(234)	(237)	(448)	(144)
	%	%	%	%	%	%	%	%	%
Edward Kennedy	48	33	48	60	42	40	43	51	61
Jimmy Carter	32	40	38	24	32	33	38	36	8
Jerry Brown	1	3	1	2	2	2	-	1	4
Other	-	-	-	1	-	1	1	-	-
Not sure	18	23	12	14	24	24	18	13	27

Table 6

WHO DO YOU PREFER FOR THE
NOMINATION FOR PRESIDENT
OF THE UNITED STATES?
(Order of the candidate's names was rotated)
(Base: Republicans)

	Total Data Black II	Total Data Black I	Difference
Total respondents	(89)	(127)	
	%	%	
George Bush	6	2	+4
Ronald Reagan	37	25	+12
Gerald Ford	20	33	-13
John Anderson	12	1	+11
Other	1	15	-14
Not sure	25	25	-

Table 7
DATA BLACK II

IN NEXT YEAR'S ELECTION FOR PRESIDENT
THE CANDIDATES MAY BE:
(Order of candidate's names was rotated)

Jimmy Carter, running as the
Democratic nominee

Ronald Reagan, running as the
Republican nominee

IF THE ELECTION WERE HELD TOMORROW,
FOR WHOM WOULD YOU VOTE?
(Base: Total respondents)

	DATA BLACK II		
	Total	Registered voters	Democrats
Total respondents	(601)	(455)	(429)
	%	%	%
Jimmy Carter	70	75	80
Ronald Reagan	13	12	10
Not sure	17	13	10

	DATA BLACK I		
	Total	Registered voters	Democrats
Total respondents	(752)	(566)	(540)
	%	%	%
Jimmy Carter	69	72	80
Ronald Reagan	7	6	8
Not sure	24	21	13

	DIFFERENCE		
	Total	Registered voters	Democrats
Total respondents			
	%	%	%
Jimmy Carter	+1	+3	-
Ronald Reagan	+6	+6	+2
Not sure	-7	-8	-3

Table 8

DATA BLACK II

IN NEXT YEAR'S ELECTION FOR PRESIDENT,
THE CANDIDATES MAY BE:
(Order of candidate's names was rotated)

Edward Kennedy, running as the
Democratic nominee

Ronald Reagan, running as the
Republican nominee

IF THE ELECTION WERE HELD TOMORROW,
FOR WHOM WOULD YOU VOTE?
(Base: Total respondents)

DATA BLACK II

	Total	Registered voters	Democrats
Total respondents	(576)	(417)	(419)
	%	%	%
Edward Kennedy	71	74	78
Ronald Reagan	13	13	12
Not sure	16	13	10

DATA BLACK I

	Total	Registered voters	Democrats
Total respondents	(772)	(559)	(522)
	%	%	%
Edward Kennedy	74	81	83
Ronald Reagan	5	4	4
Not sure	21	15	13

DIFFERENCE

	Total	Registered voters	Democrats
Total respondents			
	%	%	%
Edward Kennedy	-3	-7	-5
Ronald Reagan	+8	+9	+8
Not sure	-5	-2	-3

Table 9

IN NEXT YEAR'S ELECTION FOR PRESIDENT,
THE CANDIDATES MAY BE:
(Order of candidate's names was rotated)

Jimmy Carter, running as the
Democratic nominee

John Anderson, running as the
Republican nominee

IF THE ELECTION WERE HELD TOMORROW
FOR WHOM WOULD YOU VOTE?
(Base: Total respondents)

	Total	Registered voters	Democrats
Total respondents	(601)	(455)	(429)
	%	%	%
Jimmy Carter	70	74	80
John Anderson	12	12	10
Not sure	18	13	10

Table 10

IN NEXT YEAR'S ELECTION FOR PRESIDENT,
THE CANDIDATES MAY BE:
(Order of candidate's names was rotated)

Jimmy Carter, running as the
Democratic nominee

Gerald Ford, running as the
Republican nominee

IF THE ELECTION WERE HELD TOMORROW,
FOR WHOM WOULD YOU VOTE?
(Base: Total respondents)

	Total	Registered voters	Democrats
Total respondents	(601)	(455)	(429)
	%	%	%
Jimmy Carter	68	72	78
Gerald Ford	16	16	13
Not sure	16	11	10

Table 11

IN NEXT YEAR'S ELECTION FOR PRESIDENT,
THE CANDIDATES MAY BE:
(Order of candidate's names was rotated)

Edward Kennedy, running as the
Democratic nominee

Gerald Ford, running as the
Republican nominee

IF THE ELECTION WERE HELD TOMORROW,
FOR WHOM WOULD YOU VOTE?
(Base: Total respondents)

	Total	Registered voters	Democrats
Total respondents	(601)	(455)	(429)
	%	%	%
Edward Kennedy	70	72	76
Gerald Ford	15	16	14
Not sure	16	13	10

Table 12

IN NEXT YEAR'S ELECTION FOR PRESIDENT,
THE CANDIDATES MAY BE:
(Order of candidate's names was rotated)

Edward Kennedy, running as the
Democratic nominee

George Bush, running as the
Republican nominee

IF THE ELECTION WERE HELD TOMORROW,
FOR WHOM WOULD YOU VOTE?
(Base: Total respondents)

	Total	Registered voters	Democrats
Total respondents	(576)	(417)	(419)
	%	%	%
Edward Kennedy	68	71	77
George Bush	12	13	11
Not sure	20	16	13

Table 13

IN NEXT YEAR'S ELECTION FOR PRESIDENT,
THE CANDIDATES MAY BE:
(Order of candidate's names was rotated)

Jimmy Carter, running as the
Democratic nominee

George Bush, running as the
Republican nominee

IF THE ELECTION WERE HELD TOMORROW,
FOR WHOM WOULD YOU VOTE?
(Base: Total respondents)

	Total	Registered voters	Democrats
Total respondents	(576)	(417)	(419)
	%	%	%
Jimmy Carter	71	72	80
George Bush	16	17	11
Not sure	14	11	9

Table 14

ON A SCALE OF 1 TO 5, WHERE "5" MEANS "EXCELLENT AND "1" MEANS "POOR", HOW WOULD YOU RATE THE JOB JIMMY CARTER IS DOING AS PRESIDENT OF THE UNITED STATES -- 1, 2, 3, 4, OR 5?

(Base: Total Respondents)

		Age			Education			Income			Region			
	Total (1177)	18-29 (438)	30-49 (419)	50 and Over (312)	Some High School Or Less (392)	High School Graduate Some College Trade School (666)	College Graduate (116)	Less Than $15,000 (500)	$15,000 to $24,999 (232)	$25,000 or More (265)	East (235)	Mid-west (260)	South (564)	West (118)
	%	%	%	%	%	%	%	%	%	%	%	%	%	%
1	14	17	14	10	14	14	11	13	12	17	13	13	15	14
2	12	15	13	8	9	13	21	10	16	16	14	15	10	15
3	38	44	44	22	23	45	53	32	46	48	43	40	35	42
4	17	15	17	20	18	17	11	18	18	15	15	18	17	19
5	14	8	10	27	26	9	4	20	8	4	12	10	18	8
Not sure	4	1	2	12	10	2	-	7	1	1	4	3	6	2
Mean score	3.04	2.82	2.96	3.52	3.37	2.93	2.77	3.24	2.93	2.73	2.97	2.97	3.14	2.93

1 = Poor

5 = Excellent

Table 15

DATA BLACK I

ON A SCALE OF 1 TO 5, WHERE "5" MEANS "EXCELLENT" AND "1" MEANS "POOR", HOW WOULD YOU RATE THE JOB JIMMY CARTER IS DOING AS PRESIDENT OF THE UNITED STATES -- 1, 2, 3, 4, OR 5?

(Base: Total Respondents)

	Total
	(1524)
	%
1	12
2	12
3	38
4	18
5	15
Not sure	5

Table 16

ON A SCALE OF 1 TO 5, WHERE "5" MEANS "EXCELLENT" AND "1" MEANS "POOR", HOW WOULD YOU RATE THE JOB JIMMY CARTER IS DOING TO HELP BLACK AMERICANS -- 1, 2, 3, 4, OR 5?

(Base: Total Respondents)

		Age			Education			Income			Region			
	Total (1177)	18-29 (438)	30-49 (419)	50 and Over (312)	Some High School Or Less (392)	High School Graduate Some College Trade School (666)	College Graduate (116)	Less Than $15,000 (500)	$15,000 to $24,999 (232)	$25,000 or More (265)	East (235)	Mid-west (260)	South (564)	West (118)
	%	%	%	%	%	%	%	%	%	%	%	%	%	%
1	25	28	27	18	25	25	27	25	25	28	28	24	24	26
2	21	26	25	9	10	26	32	16	27	29	20	23	18	33
3	26	27	30	23	20	29	32	26	27	31	28	33	25	15
4	11	11	9	14	14	10	7	12	12	7	8	8	13	12
5	11	5	7	24	21	6	2	14	6	3	8	8	14	8
Not sure	6	2	3	13	10	4	1	8	2	3	6	4	6	4
Mean score	2.59	2.38	2.44	3.18	2.97	2.45	2.24	2.72	2.45	2.28	2.42	2.52	2.74	2.40

1 = Poor

5 = Excellent

Table 17

DATA BLACK I

ON A SCALE OF 1 TO 5, WHERE "5" MEANS "EXCELLENT" AND "1" MEANS "POOR", HOW WOULD YOU RATE THE JOB JIMMY CARTER IS DOING TO HELP BLACK AMERICANS -- 1, 2, 3, 4, OR 5?

(Base: Total Respondents)

	Total
	(1524)
	%
1	18
2	26
3	28
4	12
5	11
Not sure	6

Table 18

DO YOU STRONGLY APPROVE, APPROVE, DISAPPROVE, OR STRONGLY DISAPPROVE OF THE WAY PRESIDENT CARTER IS HANDLING THE SITUATION IN IRAN?

Base: Total Respondents)

	Total
	(1177)
	%
Strongly approve	4
Approve	35
Disapprove	36
Strongly disapprove	12
Not sure	13

Table 19

DO YOU STRONGLY APPROVE, APPROVE, DISAPPROVE, OR STRONGLY DISAPPROVE OF THE WAY PRESIDENT CARTER IS DEALING WITH THE SOVIET MILITARY INTERVENTION IN AFGHANISTAN?

(Base: Total Respondents)

	Total
	(1177)
	%
Strongly approve	4
Approve	30
Disapprove	34
Strongly disapprove	12
Not sure	21

TECHNICAL NOTE

This study involves 1177 telephone interviews conducted with Black adults in the United States. Interviews were conducted between March 13, 1980 and April 9, 1980. All interviews were completed by telephone from a single bank of phones in New York City.

All the interviewers employed in this project are Black (as are the supervisors), have had extensive previous experience, and were provided with continuous supervision throughout the interview process. The two most important elements of this supervisory process are: (1) an edit of each survey instrument as soon as the interview is completed, which permits us to uncover obvious problems quickly and to recontact respondents for missing information where necessary, and (2) an audit using silent monitoring equipment to evaluate the quality of each interviewer while he or she is actually on the telephone.

The sampling technique for this study was developed by Dresner, Morris and Tortorello Research on the basis of consultations with Dr. Seymour Sudman of the University of Illinois Survey Research Lab as well as on work performed by Joseph Waxburg and Warren Mitofsky of CBS News. Sampling and respondent selection occurred in six steps:

1. Area codes and exchanges were randomly selected from an AT&T computer tape containing all operating area codes and exchanges in the U.S.

2. Four random digits were added to each area code and exchange to complete a ten digit number.

3. Each newly completed phone number served as a potential sample point and those potential sample points producing a Black respondent as the initial contact served as actual sample points. Those producing white respondents, businesses or 3 "no answers" on different days were discarded.

4. Calling within a sample point proceeded until 10 respondents were interviewed or until 20 unsuccessful (i.e., respondents did not meet survey criteria, are businesses, etc.) calls were completed.

5. Additional sample points were added to compensate for unfinished ones (i.e., fewer than 10 respondents were interviewed) and calling proceeded.

6. Incomplete sample points were weighted to fully represent Blacks who live in primarily white or non-residential neighborhoods.

This procedure yields a sample which is projectable to all United States Black households with telephones. In order to avoid confusion, both weighted and unweighted numbers of respondents are identical, at 1177, due to the use of complementary weights.

Sampling error is plus or minus approximately 3.5% for percentages based on the total sample.

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DATA BLACK·NEWSLETTER

VOLUME III, NO. 1

PREPARED FOR:

DATA BLACK PUBLIC OPINION POLLS, INC.

PREPARED BY:

DRESNER, MORRIS & TORTORELLO RESEARCH

OCTOBER, 1980

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INTRODUCTION

This summary report briefly analyzes major findings of the third Data Black survey.

The survey was conducted between July 23 and August 18, 1980 by Dresner, Morris & Tortorello Research. The study involves telephone interviews with a nationally projectable sample of 1,240 Black adults.

Throughout this report, reference is made to the second Data Black study which was conducted from March 13, 1980 to April 9, 1980 and to Data Black I which was conducted from November 23, 1979 to January 2, 1980. Both Data Black I and II involved nationally projectable samples of Black adults. Unless otherwise noted, however, all figures refer to Data Black III.

A clustered sampling technique, using sample points distributed throughout the country, was developed for this project on the basis of work done by Joseph Waxberg and Warren Mitofsky of CBS-News and consultations supplied by Dr. Seymour Sudman of the Survey Research Laboratories of the University of Illinois. This method involved the application of "weights" to selected points in order to produce a final sample which is projectable to the total universe of Black telephone households. All interviewers and supervisors employed in this project are Black. An explanation of the sampling procedures as well as of other methodological techniques appears in the Technical Note at the end of this report.

1. ADVERTISING MARKETING

SUMMARY OBSERVATION:

The data which follow, collected in the three successive waves of Data Black studies, clearly indicate a substantial market for products and services which appeal directly to the Black community through their portrayal or inclusion of Blacks or through the use of Blacks in advertising. Moreover, the results suggest that Blacks comprise a significant segment of the automobile, entertainment, education, bank and food markets.

1.1 Advertising Representatives*

Observation:

Corporations with an interest in using advertising to attract a Black market would be wise to employ representatives who are also Black. The data show that Black Americans are more likely to purchase products which are advertised by Blacks than they are to purchase those advertised by Whites.

T-1.1 Nearly a majority of Black Americans (49%) are more likely to purchase a product featuring a Black as opposed to a White advertising representative. Only 15% are less likely to purchase a product if advertised by a Black. Twenty-four percent (24%) place their position at the midpoint of these extremes.

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* The Data Black results appearing in Section 1.1 are derived from Data Black II.

Those more likely to buy a product advertised by a
T-1.2 Black were asked to describe in their own words the particular Blacks or types of Blacks who would cause them to purchase the product. Overall, 12% mention a sports figure and 10% mention an entertainer or a star. Although no consensus emerges vis-a-vis the particular persons with the greatest influence, the following receive the greatest percentages of citations in this connection:

- O. J. Simpson (4%);
- Muhammad Ali (3%);
- Bill Cosby (3%);
- Joe Green (2%);
- Jesse Jackson (2%);
- Sammy Davis, Jr (1%);
- Coretta Scott King (1%);
- Sidney Poitier (1%); and,
- Lena Horne (1%).

In addition, the personal characteristics of the advertising spokesperson is of paramount importance to 29%.

Respondents were also asked to rate their reactions to ads featuring a series of actual people or types of people. The question was framed in terms of consumer items and responses were provided on a scale ranging from "much less likely to buy the product" to "much more likely to buy the product." Both Blacks and Whites were included on the potential spokesperson list provided to respondents.

Observation:

In general, Blacks are most likely to react favorably to advertisements featuring Blacks as opposed to those featuring Whites. This conclusion is supported not only by the data reported above, but also by the responses to specific Blacks and Whites.

T-1.3 Black entertainers, in general, generate the most enthusiastic reactions. Sixty-one percent (61%) would be more likely to purchase a consumer item advertised by a Black entertainer, while only 12% would be less likely to purchase such an item. Sidney Poitier emerges as the second most popular advertising representative and the most popular specific personality tested. Fifty-eight percent (58%) are more likely to buy a product advertised by Mr. Poitier, while 13% are less likely to buy the product. Black athletes, in general, score third in terms of generating a favorable response. Fifty-six percent (56%) are more likely to buy a product advertised by a Black athlete or sports figures, while only 13% are less likely to buy a product. O. J. Simpson emerges as fourth in terms of overall ranking and second in terms of specific personalities. Fifty-eight percent (58%) are more likely to buy a product advertised by Mr. Simpson, while only 16% are less likely. Emerging fifth is Muhammed Ali; 55% are more likely to buy a product advertised by Mr. Ali, as opposed to 18% who are less likely to buy such a product.

Several advertising representatives or types of representatives would have a negative influence on any product they would advertise to Blacks. Thirty-seven percent (37%) of Black Americans would be less likely to purchase a product advertised by Farrah Fawcett while only 25% would be less likely to purchase such a product. White entertainers, in general, would have a "less likely" effect on 33% and a "more likely" effect on 26%. Joe Garaggiola would cause 27% to be less likely to purchase a product and 24% to be more likely to purchase the product. Don Meredith would lead 31% to be less likely and only 28% to be more likely.

1.2 General Purchase and Spending Habits*

Respondents were asked whether they had purchased each of a number of items during 1979, and then were asked to project whether they were going to purchase each item during 1980. With the exception of a new car and a refrigerator, a greater proportion of Blacks purchased each of the items last year (1979) than plan to purchase them this year (1980). It is also important to note that at least 10% of the total sample both have purchased and plan to purchase each item tested.

Television sets were the most popular items for 1979, followed by used cars and stereos. New cars emerge as most popular for 1980, followed by used cars and television sets. The

* The Data Black results appearing in Section 1.2 are derived from Data Black I.

outline below shows the percentages of Blacks who have purchased each item in 1979 and who plan to purchase each item in 1980.

T-1.4 - T-1.9

1979	1980
A TV - 30%	A new car - 24%
A used car - 26%	A used car - 18%
A stereo - 21%	A TV - 15%
A new car - 20%	A stereo - 12%
A refrigerator - 10%	A refrigerator - 10%

Young Blacks and Western Blacks are generally among the most likely to have purchased or express purchase intentions vis-a-vis each of the items.

T-1.10 - T-1.11

Respondents were asked to specify their monthly household expenditures for each of a number of items. Housing emerges as the most costly item tested; respondents spend an average of $235 each month for housing. This is followed by food ($202), utility bills ($154), car and car payments ($135) and savings account deposits ($116). Other expenditures include:

- Transportation ($93);
- Education ($91);
- Insurance payments ($67);
- Entertainment ($64);
- Clothing ($60);
- Medical bills ($50); and,
- Stocks and bonds ($27).

Observation:

These and other data suggest that Blacks form a significant portion of the automobile, entertainment (including television and stereo), education, banking and food markets.

1.3 Entertainment and Media Profiles*

T-1.12 Respondents were asked to name the things they do for relaxation and entertainment, and the following hierarchy of activity emerges:

- Watch TV (31%);
- Read (29%);
- Listen to music (19%);
- Go to the movies (11%);
- Church/religious activities (10%);
- Sports (8%);
- See friends (7%);
- Drink (6%);
- Play ball (5%); and,
- Dancing/disco (5%).

Overall, one-fifth (20%) mention some type of music or concert as an entertainment activity, and 18% cite some sort of sports activity in this regard.

Over two-thirds (67%) of Blacks go to the movies less than once a week, while 18% go once each week, 4% go twice each

---

* The Data Black results appearing in Section 1.3 are derived from Data Black I.

week, 1% go three times a week and 9% are unsure as to their frequency of their movie attendance.

Observation:

These figures may be slightly deflated due to phrasing the question in terms of weekly movie attendance.

T-1.13 Most Blacks (53%) spend between two and five hours each day watching TV. Only 2% never watch TV, and just 6% spend less than one hour daily pursuing this activity. More specifically, 12% watch TV between one and two hours each day, 19% spend between two and three hours, 22% spend between three and four hours, 12% spend between four and five hours, 7% spend between five and six hours, 5% spend between six and seven hours and 2% spend between seven and eight hours.

Respondents were also asked to mention their favorite TV shows, and the following TV programs are mentioned by at least 5% of the sample:

- Soap operas (21%);
- The news (14%);
- "60 Minutes" (12%);
- Sports shows (9%);
- "Different Strokes" (8%);
- "The Jeffersons" (8%);

- "Dallas" (7%);
- "Sanford and Son" (6%); and
- Movies in general (6%).

Observation:

These data suggest the existence of a market within the Black community for current events and Black-oriented entertainment programming.

Table 1.1

ON A SCALE OF 1 TO 5 WHERE 5 MEANS MUCH MORE LIKELY TO BUY THE PRODUCT AND 1 MEANS MUCH LESS LIKELY TO BUY THE PRODUCT, HOW WOULD YOU RATE YOUR REACTION TO ADVERTISEMENTS FEATURING BLACKS AS COMPARED TO ADVERTISEMENTS FEATURING WHITES?
(Base: Total respondents)

	Total
Total respondents	(1177)
	%
1	10
2	5
3	24
4	10
5	39
Not sure	12
Mean	3.72

1 = Much less likely to buy product

5 = Much more likely to buy product

Table 1.2

WHICH PARTICULAR BLACKS OR TYPES OF BLACKS ARE MOST LIKELY TO MAKE YOU MORE LIKELY TO BUY THE PRODUCT
(Base: Those more or much more likely to buy products with ads featuring Blacks)

	Total
Total respondents	(577)
	%
Have to like the product	5
Other Entertainers/stars	4
Average Black/everyday person	4
Intelligent	4
O.J. Simpson	4
Blacks in general/any Black	4
Sports figures (unspecified)	4
Muhammed Ali	3
Attractive/good appearance	3
Bill Cosby	3
Other sports figures	2
Entertainers/stars (unspecified)	2
Knowledgable about products/represents products well	2
Successful/professional type	2
Women/females	2
Joe Green	2
Jesse Jackson	2
Other political/community leaders	2
Sammy Davis, Jr.	1

Table 1.2
(continued)

	Total
Total respondents	(577)
	%
Coretta Scott King	1
Sidney Poitier	1
Lena Horne	*
Models	1
Good personality	1
Nice/polite	1
Honest	1
Articulate/good speaker	1
Sincere	1
Middle class	1
High class/wealthy	1
Other personal characteristics	7
Other mentions	6
Doesn't matter/no particular type	18
Not sure	22
Nets	
Sports figures	12
Entertainers/stars	10
Political/community leaders	3
Personal characteristics	29

* = Less than 1%

Table 1.3

HOW WOULD YOU RATE YOUR REACTIONS TO ADS FEATURING EACH OF THE FOLLOWING PEOPLE OR TYPES OF PEOPLE ADVERTISING MAJOR CONSUMER ITEMS
(Base: Total respondents)

	Total respondents	%	1	2	3	4	5	Not sure	Mean
Black Entertainers in general	(601)	%	9	3	20	17	44	8	3.91
Sidney Poitier	(601)	%	9	4	18	16	42	11	3.87
Black athletes or sports figures in general	(576)	%	9	4	22	14	42	8	3.83
O.J. Simpson	(576)	%	11	5	19	12	46	7	3.83
Muhammed Ali	(601)	%	14	4	20	10	45	7	3.72
Reggie Jackson	(576)	%	12	5	24	12	38	9	3.64
Wilt Chamberlain	(601)	%	10	6	23	15	34	13	3.64
Diana Ross	(576)	%	13	5	24	12	39	8	3.63
Sammy Davis, Jr.	(601)	%	15	7	21	10	40	7	3.56
Donna Summer	(576)	%	13	6	23	12	34	11	3.54
Walt Frazier	(576)	%	12	5	22	16	28	17	3.52
Kareem Abdul Jabbar or Lew Alcinder	(576)	%	11	6	22	12	29	20	3.51
Althea Gibson	(601)	%	11	5	21	12	21	30	3.37

Table 1.3
(continued)

	Total respondents	%	1	2	3	4	5	Not sure	Mean
Billie Jean King	(601)	%	21	10	23	10	22	14	3.02
Henry Fonda	(576)	%	21	10	27	12	20	9	3.00
White athletes or sports figures in general	(601)	%	20	10	27	11	19	14	3.00
Don Meredith	(576)	%	18	13	26	12	16	14	2.94
Joe Garagiola	(601)	%	17	10	22	9	15	27	2.92
White entertainers in general	(576)	%	21	12	31	10	16	11	2.86
Farah Fawcett	(601)	%	27	10	19	7	18	20	2.73

1 = Much less likely to buy product

5 = Much more likely to buy product

Table 1.4

DO YOU PLAN TO PURCHASE ANY OF THE FOLLOWING ITEMS IN THE NEXT YEAR, OR NOT? (1979)
(Base: Total respondents)

	Total Respondents		Yes	No	Not sure
New car	(1524)	%	20	79	1
Stereo	(752)	%	21	78	2
Television set	(752)	%	30	69	1
Used car	(772)	%	26	73	*
Refrigerator	(772)	%	10	90	1

* = Less than 1%

Table 1.5

DO YOU PLAN TO PURCHASE ANY OF THE FOLLOWING ITEMS IN THE NEXT YEAR, OR NOT...A NEW CAR (1980)

(Base: Total respondents)

	Total	18-29	30-49	50 and over	Less than high school	High school graduate/ some college/ trade school	College graduate	Urban	Rural
Total respondents	(752)	(289)	(284)	(174)	(227)	(441)	(79)	(328)	(123)
	%	%	%	%	%	%	%	%	%
Yes	24	37	21	8	15	29	20	27	15
No	66	52	68	87	74	60	73	62	77
Not sure	10	11	11	6	10	11	5	11	7

Table 1.5
(continued)

	Total	Less than $15,000	$15,000-$24,999	$25,000 or more	East	Midwest	South	West
Total respondents	(752)	(299)	(211)	(197)	(213)	(152)	(302)	(85)
	%	%	%	%	%	%	%	%
Yes	24	23	19	33	19	23	19	55
No	66	70	68	56	66	68	72	41
Not sure	10	7	13	12	15	9	10	4

Table 1.6

DO YOU PLAN TO PURCHASE ANY OF THE FOLLOWING ITEMS IN THE NEXT YEAR, OR NOT...A STEREO (1980)

(Base: Total respondents)

	Total	18-29	30-49	50 and over	Less than high school	High school graduate/some college trade school	College graduate
Total respondents	(752)	(289)	(284)	(174)	(227)	(441)	(79)
	%	%	%	%	%	%	%
Yes	12	23	8	2	9	15	6
No	80	67	85	92	83	76	89
Not sure	8	10	7	6	8	9	5

Table 1.7

DO YOU PLAN TO PURCHASE ANY OF THE FOLLOWING ITEMS IN THE NEXT YEAR, OR NOT...A TELEVISION SET? (1980)

(Base: Total respondents)

	Total	18-29	30-49	50 and over	Less than $15,000	$15,000-$24,999	$25,000 or more
Total respondents	(752)	(289)	(284)	(174)	(299)	(211)	(197)
	%	%	%	%	%	%	%
Yes	15	26	10	7	17	23	7
No	78	65	84	87	76	72	85
Not sure	7	9	5	5	7	5	8

Table 1.8

DO YOU PLAN TO PURCHASE ANY OF THE FOLLOWING ITEMS IN THE NEXT YEAR, OR NOT...A USED CAR? (1980)

(Base: Total respondents)

	Total	18-29	30-49	50 and over	Less than high school	High school graduate/ some college/ trade school	College graduate	Urban	Rural
Total respondents	(772)	(292)	(288)	(189)	(231)	(435)	(104)	(319)	(176)
	%	%	%	%	%	%	%	%	%
Yes	18	26	21	4	13	25	6	15	24
No	75	70	75	83	74	71	93	80	66
Not sure	7	4	4	13	13	5	1	5	10

Table 1.8
(continued)

	Total	Less than $15,000	$15,000-$24,999	$25,000 or more	East	Midwest	South	West
Total respondents	(772)	(293)	(219)	(179)	(178)	(170)	(287)	(136)
	%	%	%	%	%	%	%	%
Yes	18	25	13	17	20	15	17	25
No	75	67	81	80	73	79	75	72
Not sure	7	7	6	2	8	6	8	4

Table 1.9

DO YOU PLAN TO PURCHASE ANY OF THE FOLLOWING ITEMS IN THE NEXT YEAR, OR NOT...A REFRIGERATOR? (1980)

(Base: Total respondents)

	Total	18-29	30-49	50 and over
Total respondents	(772)	(292)	(288)	(189)
	%	%	%	%
Yes	10	14	8	7
No	83	82	87	77
Not sure	8	4	5	16

Table 1.10

APPROXIMATELY HOW MUCH MONEY EACH MONTH DOES YOUR HOUSEHOLD USE FOR:
(Base: Total respondents)

	Total respondents	Amount spent
Housing	(772)	$235
Food	(752)	$202
Utility bills	(752)	$154
Car and car payments	(752)	$135
Savings account deposits	(752)	$116
Transportation	(772)	$93
Education	(772)	$91
Insurance payments	(752)	$67
Entertainment	(772)	$64
Clothing	(772)	$60
Medical bills	(752)	$50
Stocks and bonds	(772)	$27

Table 1.11

APPROXIMATELY HOW MUCH MONEY EACH MONTH DOES YOUR HOUSEHOLD USE FOR:
(Base: Total respondents)

	HOUSING	FOOD	UTILITY BILLS	CAR	SAVINGS ACCOUNT	TRANSPORTATION	EDUCATION	INSURANCE	ENTERTAINMENT	CLOTHING	MEDICAL	STOCKS & BONDS
Total respondents	(772)	(752)	(752)	(752)	(752)	(772)	(772)	(752)	(772)	(772)	(752)	(772)
	%	%	%	%	%	%	%	%	%	%	%	%
None	18	4	5	23	42	10	42	17	31	20	34	78
$1 - 9	*	*	*	*	*	2	1	2	2	3	2	*
$10 - 19	*	-	2	*	1	4	3	7	7	12	9	1
$20 - 29	*	*	2	1	2	8	4	7	10	14	6	2
$30 - 39	*	1	4	2	*	6	2	10	6	8	3	1
$40 - 49	*	*	3	4	3	8	2	5	7	4	5	*
$50 - 59	*	3	5	4	5	10	10	8	10	8	10	1
$60 - 69	1	4	4	3	1	7	2	3	2	3	3	3
$70 - 79	1	3	4	3	2	3	3	5	2	3	3	3
$80 - 89	1	3	3	3	*	6	1	2	1	1	*	1
$90 - 99	2	2	2	1	*	1	*	*	-	*	1	*
$100 - 149	9	12	20	9	6	13	7	9	6	7	8	3
$150 - 199	8	12	12	12	3	4	2	4	1	2	2	1

* = Less than 1%

Table 1.11

(continued)

	HOUSING	FOOD	UTILITY BILLS	CAR	SAVINGS ACCOUNT	TRANSPORTATION	EDUCATION	INSURANCE	ENTERTAINMENT	CLOTHING	MEDICAL	STOCKS & BONDS
Total respondents	(772)	(752)	(752)	(752)	(752)	(772)	(772)	(752)	(772)	(772)	(752)	(772)
	%	%	%	%	%	%	%	%	%	%	%	%
$200 - 249	14	16	8	9	8	5	4	5	3	3	3	*
$250 - 299	7	7	4	3	2	1	1	1	1	2	*	*
$300 - 349	9	8	6	4	4	2	2	2	3	1	*	1
$350 - 399	4	7	1	2	*	*	*	*	-	*	*	*
$400 - 449	4	4	2	3	4	1	1	1	*	1	*	-
$450 - 499	1	*	*	1	1	-	-	-	*	-	*	*
$500 - 599	8	3	3	2	2	4	6	*	*	1	*	1
$600 - 699	1	1	*	*	*	*	*	*	2	*	-	*
$700 - 799	1	*	1	*	-	-	-	-	-	*	-	-
$800 - 899	*	-	-	*	1	-	*	-	-	-	-	*
$900 and over	2	-	1	*	2	*	1	*	-	-	1	*
Not sure	6	9	9	10	10	5	5	10	5	6	10	5

* = Less than 1%

Table 1.12

NOW I'M GOING TO ASK YOU SOME QUESTIONS ABOUT YOUR OWN HABITS. WHAT ARE THE TWO OR THREE THINGS YOU USUALLY DO FOR RELAXATION AND ENTERTAINMENT?
(Base: Total respondents)

	Total
Total respondents	(1524)
	%
Other	52
Watch television	31
Read	29
Listen to music	19
Go to the movies	11
Church/religious activities	10
Other sports	8
See friends	7
Drink	6
Play ball (unspec.)	5
Dancing/disco	5
Never do anything	2
Not sure	1
Nets	
Music/concerts	20
Sports	18

Table 1.13

HOW OFTEN DO YOU USUALLY GO TO THE MOVIES?
(Base: Total respondents)

	Total
Total respondents	(1524)
	%
Never	67
Once	18
Twice	4
Three times	1
Four times	*
Five times	-
Six times	-
Seven times	*
More than seven times	-
Not sure	9

Table 1.14

AND ABOUT HOW MANY HOURS DO YOU USUALLY SPEND WATCHING TELEVISION EACH DAY?
(Base: Total respondents)

	Total
Total respondents	(1524)
	%
Less than 1 hour	6
1-1.59 hour	12
2-2.59 hour	19
3-3.59 hour	22
4-4.59 hour	12
5-5.59 hour	7
6-6.59 hour	5
7-7.59 hour	2
8 hours or more	9
Never watch	2
Not sure	4

Table 1.15

WHAT ARE YOUR FAVORITE TELEVISION PROGRAMS?
(Base: Total respondents)

	Total
Total respondents	(1524)
	%
Soap operas	21
News	14
60 Minutes	12
Sports shows	9
Different Strokes	8
The Jeffersons	8
Dallas	7
Sanford and Son	6
Movies (general)	6
Other	11
None	10
Don't watch	1
Not sure	2

2. PRESIDENTIAL PREFERENCE

Observation:

The 3rd quarterly Data Black study clearly indicates that President Carter cannot take the Black vote for granted. The results show that a large segment of the traditionally Democratic Black constituency is currently uncommitted in the Presidential race and may stay home on election day. This situation is especially perilous for the incumbent in view of the benefit he derived from an unusually high Black turnout in 1976.

T-2.1 Results of a hypothetical 3-way Presidential contest show Jimmy Carter with a substantially lower percent of the Black vote than he received in September of 1976. Among all Black Americans, Carter receives 53%; Reagan receives 8%; Anderson receives 8%; 10% say they will not vote and 20% are undecided. Among the 73% who are registered to vote, Carter receives 56%; Reagan receives 7%; Anderson receives 9%, 7% say they will not vote, and 21% are undecided. The September 1976 Gallup Poll showed Carter with 82% among non-White registered voters, Gerald Ford with 12% and 6% undecided.

T-2.2 President Carter gains 10% among all Black adults when he is pitted against Ronald Reagan alone. The figures change to: Carter 63%; Reagan 12%; 10% saying they will not vote and 15% undecided. Among Black registered voters, Carter gets 67% to

Reagan's 10%, while 7% say they will not vote and 16% are undecided.

T-2.3 The effect of John Anderson on the Carter campaign is underscored by the 18% of all Black adults, and the 19% of Black registered voters who say they would vote for John Anderson if the polls indicate he would win.

Observation:

The Anderson candidacy is hurting President Carter among Black voters and could inflict much more damage should the Independent improve his standing within the White electorate.

Moreover, President Carter has suffered erosion of his support against Ronald Reagan since March:

	Data Black I* December, 1979		Data Black II* March, 1980		Data Black III August, 1980	
	Total	Registered Voters	Total	Registered Voters	Total	Registered Voters
Total respondents	(752)	(566)	(601)	(455)	(1240)	(1060)
	%	%	%	%	%	%
Jimmy Carter	69	72	70	75	63	67
Ronald Reagan	7	6	13	12	12	10
Not vote/not sure	24	21	17	13	25	23

* The "would not vote" response option was not provided in Data Black I and II; thus, the increase in "not vote/undecided" since March 1980 may be overstated.

These results show a 7% Carter loss among all Black adults and an 8% Carter loss among Black registered voters since March of 1980. They also indicate that Ronald Reagan is an indirect beneficiary of this decline, the losses shifted into the undecided or "not vote" category rather than into his own column.

Observation:

Although Ronald Reagan's percent has remained relatively stable since March of 1980, the traditional Democratic loyalty of Black voters equates any decrease in Black turnout -- as is suggested by the proportions of undecided/"not sure" respondents -- with a nearly commensurate decrease in the vote for the Democrat.

T-2.1 This conclusion is reinforced by the results among the 72% of Blacks who identify themselves as Democrats. Among this group, Carter receives 63%; Reagan 6%; Anderson 5%; 6% say they T-2.2 will not vote and 20% are undecided. In a 2-way race, Carter attracts 72%; Reagan 8%; 5% say they will not vote and 15% are T-2.3 undecided. In addition, 17% of Black Democrats reply that they would cast their ballots for John Anderson if the polls indicate he could win.

The percentage of Blacks who identify themselves as Democrats has remained steady (70% in December and 72% in March and August), but the President's vote total has been declining

among this group at approximately the same rate as among all Blacks:

	Data Black I December, 1979 Total Democrats	Data Black II March, 1980 Total Democrats	Data Black III August, 1980 Total Democrats
Total respondents	(540)	(429)	(894)
	%	%	%
Jimmy Carter	80	80	72
Ronald Reagan	8	10	8
Not vote/not sure	13	10	20

2.1 A Demographic Analysis

In a 3-way race, Carter is faring especially well among the following groups of Black adults:

- Men (61%);
- Those with annual incomes of $25,000 or more (60%);
- Westerners (60%);
- College graduates (58%).

Reagan's vote is disproportionately large among younger Blacks 18-29 years old (13%), and Southern Blacks (14%), while President Carter runs even to his overall average (54%) among both these groups.

Anderson receives a relatively high 15% from Black college graduates and 14% from Eastern Blacks.

More than one-quarter of the following groups of Black adults are currently undecided in the 3-way contest:

- Older Blacks - 50 or older (33%);
- Those with less than a high school education (29%);
- Women (26%); and,
- Westerners (26%).

Q. 7

Table 2.1

IN THIS YEAR'S ELECTION FOR PRESIDENT,
THE CANDIDATES MAY BE:
JIMMY CARTER, RUNNING AS THE DEMOCRATIC NOMINEE,
RONALD REAGAN, RUNNING AS THE REPUBLICAN NOMINEE,
JOHN ANDERSON, RUNNING AS THE INDEPENDENT NOMINEE
IF THE ELECTION WERE HELD TOMORROW,
FOR WHOM WOULD YOU VOTE?
(Base: Total respondents)

		SEX		REGIS TERED	DEMO-	AGE			SOME H.S.	H.S. GRAD/ SOME COLL/ TRADE	
	TOTAL	MEN	WOMEN	VOTER	CRAT	18-29	30-49	50 & OVER	OR LESS	SCH'L	COLL. GRAD.
TOTAL RESPONDENTS	1240	643	596	1060	894	482	461	293	338	721	173
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
JIMMY CARTER	53%	61%	45%	56%	63%	54%	54%	50%	50%	53%	58%
RONALD REAGAN	8%	6%	11%	7%	6%	13%	4%	7%	8%	9%	8%
JOHN ANDERSON	8%	10%	7%	9%	5%	11%	9%	2%	3%	9%	15%
WOULD NOT VOTE AT ALL	10%	9%	11%	7%	6%	10%	11%	8%	10%	11%	5%
NOT SURE	20%	16%	26%	21%	20%	11%	22%	33%	29%	18%	14%

Table 2.1

(continued)

				INCOME			REGION			
	TOTAL	URBAN	RURAL	LESS THAN 15000	15000 TO 24999	25000 OR MORE	EAST	MID-WEST	SOUTH	WEST
TOTAL RESPONDENTS	1240 100%	670 100%	134 100%	471 100%	289 100%	295 100%	292 100%	344 100%	503 100%	91 100%
JIMMY CARTER	53%	54%	49%	52%	53%	60%	45%	56%	54%	60%
RONALD REAGAN	8%	8%	10%	8%	8%	6%	7%	3%	14%	2%
JOHN ANDERSON	8%	9%	8%	9%	9%	10%	14%	8%	6%	5%
WOULD NOT VOTE AT ALL	10%	11%	4%	11%	11%	8%	14%	15%	5%	4%
NOT SURE	20%	18%	28%	20%	19%	16%	20%	19%	21%	26%

Q. 9

Table 2.2

AND IF THE CANDIDATES WERE:
JIMMY CARTER, RUNNING AS THE DEMOCRATIC NOMINEE,—
RONALD REAGAN, RUNNING AS THE REPUBLICAN NOMINEE,
IF THE ELECTION WERE HELD TOMORROW,
FOR WHOM WOULD YOU VOTE?
(Base: Total respondents)

		SEX		REGIS TERED		AGE			EDUCATION		
	TOTAL	MEN	WOMEN	VOTER	DEMO-CRAT	18-29	30-49	50 & OVER	SOME H.S. OR LESS	H.S. GRAD/ SOME COLL/ TRADE SCH'L	COLL. GRAD.
TOTAL RESPONDENTS	1240 100%	643 100%	596 100%	1060 100%	894 100%	482 100%	461 100%	293 100%	338 100%	721 100%	173 100%
JIMMY CARTER	63%	70%	55%	67%	72%	64%	67%	55%	54%	63%	76%
RONALD REAGAN	12%	9%	14%	10%	8%	19%	6%	9%	11%	13%	8%
WOULD NOT VOTE AT ALL	10%	9%	12%	7%	5%	10%	12%	8%	11%	12%	4%
NOT SURE	15%	12%	19%	16%	15%	7%	15%	29%	24%	12%	12%

	TOTAL	URBAN	RURAL	INCOME: LESS THAN 15000	INCOME: 15000 TO 24999	INCOME: 25000 OR MORE	REGION: EAST	REGION: MID-WEST	REGION: SOUTH	REGION: WEST
TOTAL RESPONDENTS	1240 100%	670 100%	134 100%	471 100%	289 100%	295 100%	292 100%	344 100%	503 100%	91 100%
JIMMY CARTER	63%	66%	63%	63%	62%	74%	61%	65%	60%	74%
RONALD REAGAN	12%	11%	11%	10%	13%	8%	11%	4%	18%	4%
WOULD NOT VOTE AT ALL	10%	12%	5%	11%	11%	9%	14%	15%	6%	3%
NOT SURE	15%	12%	21%	16%	13%	9%	13%	16%	16%	19%

Table 2.3

WOULD YOU VOTE FOR JOHN ANDERSON IF PUBLIC OPINION POLLS INDICATED HE COULD WIN

(Base: Carter/Reagan/would not vote/not sure)

		SEX		REGISTERED VOTER	DEMOCRAT	AGE			EDUCATION		
	TOTAL	MEN	WOMEN			18-29	30-49	50 & OVER	SOME H.S. OR LESS	H.S. GRAD/ SOME COLL/ TRADE SCH'L	COLL. GRAD.
TOTAL RESPONDENTS	1136	580	556	963	846	427	418	287	327	655	146
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
WOULD VOTE FOR JOHN ANDERSON	18%	18%	18%	19%	17%	22%	16%	15%	21%	19%	10%
WOULD NOT VOTE FOR ANDERSON	53%	55%	50%	50%	54%	59%	51%	44%	37%	55%	73%
NOT SURE	29%	27%	32%	31%	28%	19%	33%	41%	42%	26%	17%

Table 2.3
(continued)

	TOTAL	URBAN	RURAL	INCOME: LESS THAN 15000	INCOME: 15000 TO 24999	INCOME: 25000 OR MORE	REGION: EAST	REGION: MID-WEST	REGION: SOUTH	REGION: WEST
TOTAL RESPONDENTS	1136 100%	608 100%	123 100%	430 100%	262 100%	266 100%	251 100%	315 100%	475 100%	86 100%
WOULD VOTE FOR JOHN ANDERSON	18%	19%	23%	20%	15%	19%	18%	17%	21%	12%
WOULD NOT VOTE FOR ANDERSON	53%	56%	39%	45%	62%	59%	53%	51%	50%	62%
NOT SURE	29%	25%	38%	35%	23%	22%	29%	32%	29%	26%

3. EVALUATIONS OF PRESIDENT CARTER

3.1 Overall Job Performance

Black Americans are now more negative about President Carter's performance in office than they were in March or in December of 1979. Moreover, negative judgements outnumber positive ones for the first time.

T-3.1 The President currently receives positive marks from 24% (-5% since March) and negative marks from 29% (+3% since

T-3.2 March); 42% are neutral and 5% are unsure. The comparable figures for March are 31% positive, 26% negative, 38% neutral, and 4% unsure; and 33% positive, 24% negative, 38% neutral and 5% unsure for December.

Observation:

Increased disapproval of President Carter's on-the-job performance is consistent with the incumbent's decreasing vote total.

T-3.1 Older Blacks, aged 50 and over, are most likely to view the President's performance positively (30%) whereas middle-income Blacks (those with annual household incomes of $15,000-$24,999) are most likely to view it negatively (35%). The ratings of registered voters conform to the total configuration: 24% positive, 28% negative, 43% neutral and 11% unsure.

3.2 Efforts to Help Blacks

Although the President's overall job ratings have declined, evaluations of his efforts to help Black Americans have become less negative since March (-9%).

Observation:

Despite the decrease in negative marks vis-a-vis the President's efforts to help Black Americans, the data do not indicate significantly increasing approval or enthusiasm for Jimmy Carter. Rather, these results, along with those on the Presidential contents, suggest a Black electorate in flux, undecided on the candidates and undecided on whether or not to register a preference at all.

T-3.3 At present, 24% of Black adults award the President with positive marks for his efforts to help Blacks, 38% are negative, 28% are neutral, and 10% are undecided. The comparable figures for March are 22% positive, 46% negative, 26% neutral
T-3.4 and 6% undecided. For December of 1979: 23% positive, 44% negative, 28% neutral and 6% are unsure.

President Carter receives positive ratings from relatively large segments of:

T-3.3

T-3.3

- Blacks aged 50 years and older (48%);
- Blacks with less than a high school education (37%);
- Blacks with annual household incomes of less than $15,000 (33%);
- Rural Blacks (30%); and,
- Black Democrats (30%).

He receives negative ratings from large portions of the following groups:

- Black college graduates (49%);
- Blacks with annual household incomes of $25,000 ore more (48%);
- Blacks with annual household incomes of $15,000-$24,999 (49%);
- Blacks aged 18-29 (47%);
- Eastern Blacks (45%); and,
- Black men.

The pattern for registered voters parallels the overall distribution: 28% positive, 36% negative, 29% and 7% unsure.

Table 3.1

Q. 11 ON A SCALE OF 1 TO 5, WHERE "5" MEANS "EXCELLENT" AND "1" MEANS "POOR", HOW WOULD YOU RATE THE JOB JIMMY CARTER IS DOING AS PRESIDENT OF THE UNITED STATES?

(Base: Total respondents)

		SEX		REGISTERED VOTER	DEMOCRAT	AGE			EDUCATION		
	TOTAL	MEN	WOMEN			18-29	30-49	50 & OVER	SOME H.S. OR LESS	H.S. GRAD/ SOME COLL/ TRADE SCH'L	COLL. GRAD.
TOTAL RESPONDENTS	620 100%	324 100%	296 100%	532 100%	444 100%	247 100%	243 100%	128 100%	157 100%	353 100%	107 100%
1...	15%	13%	18%	14%	12%	13%	19%	11%	17%	18%	7%
2...	14%	16%	12%	14%	13%	13%	12%	20%	18%	12%	14%
3...	42%	44%	41%	43%	44%	51%	42%	27%	27%	45%	55%
4...	14%	14%	13%	13%	15%	13%	13%	17%	14%	14%	9%
5...	10%	11%	10%	11%	12%	8%	12%	13%	15%	7%	13%
NOT SURE	5%	2%	7%	5%	4%	2%	2%	13%	10%	3%	2%
TOP BOX (4-5)	24%	24%	23%	24%	27%	20%	25%	30%	29%	22%	22%
BOTTOM BOX (1-2)	29%	29%	30%	29%	25%	27%	31%	31%	34%	30%	21%
MEAN	2.9	2.9	2.8	2.9	3.0	2.9	2.9	3.0	2.9	2.8	3.1
STD. DEV.	1.1	1.2	1.2	1.2	1.2	.9	1.1	1.2	1.3	1.1	.9
STD. ERR.	.04	.06	.07	.05	.05	.06	.07	.11	.11	.06	.09

1 = POOR 5 = EXCELLENT

Table 3.1
(continued)

	TOTAL	URBAN	RURAL	INCOME: LESS THAN 15000	INCOME: 15000 TO 24999	INCOME: 25000 OR MORE	REGION: EAST	REGION: MID-WEST	REGION: SOUTH	REGION: WEST
TOTAL RESPONDENTS	620 100%	343 100%	68 100%	237 100%	156 100%	144 100%	142 100%	180 100%	248 100%	50 100%
1...	15%	15%	12%	13%	24%	10%	18%	16%	16%	4%
2...	14%	16%	22%	18%	11%	13%	13%	16%	15%	6%
3...	42%	43%	29%	40%	40%	50%	43%	43%	35%	60%
4...	14%	13%	19%	15%	8%	15%	10%	12%	16%	16%
5...	5%	4%	7%	6%	3%	1%	4%	4%	5%	4%
NOT SURE	10%	9%	10%	8%	15%	6%	13%	4%	13%	8%
TOP BOX (4-5)	24%	22%	29%	23%	23%	20%	23%	16%	29%	24%
BOTTOM BOX (1-2)	29%	31%	34%	31%	35%	23%	30%	32%	31%	12%
MEAN	2.9	2.9	2.9	2.9	2.8	2.9	2.9	2.7	3.0	3.2
STD. DEV.	1.1	.9	1.2	1.0	1.2	1.0	1.1	1.0	1.1	.8
STD. ERR.	.04	.05	.16	.07	.10	.08	.10	.08	.07	.11

1 = POOR

5 = EXCELLENT

Table 3.2

Q. 11 ON A SCALE OF 1 TO 5, WHERE "5" MEANS "EXCELLENT" AND "1" MEANS "POOR", HOW WOULD YOU RATE THE JOB JIMMY CARTER IS DOING AS PRESIDENT OF THE UNITED STATES-- 1, 2, 3, 4, or 5?
(Base: Total respondents)

	Data Black III August, 1980	Data Black II March, 1980	Data Black I December, 1980
	(620)	(1177)	(1524)
	%	%	%
1	15	14	12
2	14	12	12
3	42	38	38
4	14	17	18
5	10	14	15
Not sure	5	4	5

1 = Poor

5 = Excellent

Table 3.3

Q. 11 ON A SCALE OF 1 TO 5, WHERE "5" MEANS "EXCELLENT" AND "1" MEANS "POOR", HOW WOULD YOU RATE THE JOB JIMMY CARTER IS DOING TO HELP BLACK AMERICANS?
(Base: Total respondents)

		SEX		REGIS TERED		AGE			EDUCATION		
	TOTAL	MEN	WOMEN	VOTER	DEMO-CRAT	18-29	30-49	50 & OVER	SOME H.S. OR LESS	H.S. GRAD/ SOME COLL/ TRADE SCH'L	COLL. GRAD.
TOTAL RESPONDENTS	619 100%	319 100%	300 100%	527 100%	449 100%	235 100%	218 100%	165 100%	181 100%	367 100%	66 100%
1...	19%	21%	16%	17%	14%	23%	22%	10%	18%	17%	29%
2...	19%	21%	16%	19%	21%	24%	25%	5%	8%	25%	20%
3...	28%	29%	27%	29%	29%	34%	30%	15%	18%	32%	27%
4...	12%	9%	16%	14%	15%	11%	7%	21%	14%	10%	20%
5...	12%	12%	12%	14%	15%	7%	7%	27%	23%	9%	-
NOT SURE	10%	6%	14%	7%	7%	1%	10%	22%	19%	7%	3%
TOP BOX (4-5)	25%	22%	28%	27%	30%	18%	14%	48%	38%	19%	20%
BOTTOM BOX (1-2)	38%	43%	32%	36%	35%	46%	46%	14%	25%	42%	50%
MEAN	2.8	2.7	2.9	2.9	3.0	2.6	2.5	3.6	3.2	2.7	2.4
STD. DEV.	1.2	1.2	1.3	1.2	1.1	1.0	1.0	1.4	1.5	1.1	1.1
STD. ERR.	.05	.07	.08	.05	.05	.07	.07	.12	.12	.05	.14

1 = POOR 5 = EXCELLENT

Table 3.3
(continued)

				INCOME			REGION			
	TOTAL	URBAN	RURAL	LESS THAN 15000	15000 TO 24999	25000 OR MORE	EAST	MID-WEST	SOUTH	WEST
TOTAL RESPONDENTS	619 100%	327 100%	65 100%	234 100%	132 100%	151 100%	149 100%	165 100%	254 100%	41 100%
1...	19%	17%	11%	15%	19%	27%	28%	13%	19%	10%
2...	19%	22%	9%	13%	30%	21%	17%	18%	19%	34%
3...	28%	30%	31%	27%	29%	31%	24%	30%	30%	27%
4...	12%	10%	15%	14%	12%	13%	6%	15%	15%	7%
5...	12%	11%	15%	19%	7%	7%	15%	14%	9%	5%
NOT SURE	10%	11%	20%	12%	4%	1%	11%	10%	9%	17%
TOP BOX (4-5)	25%	21%	31%	32%	19%	19%	21%	29%	24%	12%
BOTTOM BOX (1-2)	38%	38%	20%	29%	48%	48%	45%	31%	37%	44%
MEAN	2.8	2.7	3.2	3.1	2.6	2.5	2.6	3.0	2.7	2.6
STD. DEV.	1.2	1.3	1.2	1.3	1.0	1.2	1.3	1.2	1.3	.8
STD. ERR.	.05	.07	.16	.09	.09	.10	.11	.10	.08	.15

1 = POOR 5 = EXCELLENT

Table 3.4

DATA BLACK II

ON A SCALE OF 1 TO 5, WHERE "5" MEANS EXCELLENT AND "1" MEANS "POOR", HOW WOULD YOU RATE THE JOB JIMMY CARTER IS DOING TO HELP BLACK AMERICANS--1, 2, 3, 4 or 5?

(Base: Total respondents)

	Data Black III August, 1980	Data Black III March, 1980	Data Black I December, 1980
	(1524)	(1177)	(1524)
	%	%	%
1	12	25	18
2	12	21	26
3	38	26	28
4	18	11	12
5	15	11	11
Not sure	5	6	6

1 = Poor

5 = Excellent

4. FORMS OF PROTEST

Observation:

The results of Data Black III suggest the possibility of further violent protests or riots erupting within Black communities during the near future. A significant percentage of Black adults believe that these disruptions will indeed occur in their communities within this year and nearly a majority believe that the Blacks who recently protested and rioted in Miami were justified in doing so.

T-4.1

Although more than a majority (58%) believe it is unlikely that violent protests or riots will occur in their communities within the year, a significant 20% believe that these disruptions will indeed occur in their own communities. Twelve percent (12%) believe this to be very likely, while 8% foresee it as a somewhat likely occurrence. Women (26%) and Black adults with less than a high school education (27%) contain disproportionately large segments of those believing violent protests or riots are likely to occur within their communities.

Conversely, relatively large proportions of college graduates (80%) and of Blacks with annual household incomes of $25,000 or more (69%) believe that it is unlikely that violent protests or riots will occur in their communities within this year. This is opposed to the 42% of those with less than a high school education and the 52% of those with annual household incomes of less than $15,000 who believe that violent protests or

riots are unlikely to occur within their own communities.

It is important to note, however, that a plurality of

T-4.2 Blacks (40%) believe that voting is the best way to change a federal government policy with which they disagree. Less educated Blacks are more likely than college educated Blacks to believe in voting as a form of political protest. Forty percent (40%) of those with less than a high school education cite voting as the best way to change a federal government policy with which they disagree as opposed to the 32% of college graduates who adopt this position.

Peaceful and legal activites such as attending a rally attract the second largest percentage of citations as a mechanism for changing a disagreeable government policy (24%). This is followed by writing letters (16%), violent protests such as rioting (12%) and peaceful but illegal demonstrations such as attending a sit-in or other form of civil disobedience (6%).

College graduates (26%) are among those most likely to endorse violent protests as a method for changing a government policy and a regional analysis indicates that midwestern (18%) and western (20%) Blacks are more likely than eastern (9%) or southern (7%) Blacks to adopt a position favoring violent protests as a effective way to change a government policy.

Observation:

It is interesting to note that less educated Blacks are among those most likely to believe that violent protests or riots will occur in their own communities within this year, whereas better educated Blacks are among those most likely to believe in the efficacy of violent protests as a mechanism for changing a government policy. These data suggest the hypothesis that lower class Blacks may indeed be both suffering the damage of riots as well as acting them out, while better educated and higher income Blacks may agree with the message and purpose of the actions but be less directly affected. This tentative conclusion is supported by data which follows indicating that college graduates are more likely than the less educated to believe that the Blacks who protested and rioted in Miami were justified in doing so.

T-4.3

Nearly a majority of Black Americans (47%) believe that the Blacks who protested and rioted in Miami were justified in their actions, while less than one-fifth (19%) believe they were not justified. Indeed, one-third of all Blacks believe the Miami actions were very justified, 14% believe they were somewhat justified, 13% adopt a middle position, 4% believe they were somewhat unjustified and 15% believe they were not justified at all. A demographic analysis reveals that western Blacks (66%), younger Blacks (61%), Black college graduates (59%) and eastern Blacks (53%) were among those most likely to see justification for the riots.

Table 4.1

Q.21 On a scale of 1 to 5, where 5 means very likely and 1 means not likely at all, how likely is it that violent protests or riots will occur in your community within this year -- 1, 2, 3, 4 or 5?

	TOTAL	SEX: MEN	SEX: WOMEN	REGISTERED VOTER	DEMOCRAT	AGE: 18-29	AGE: 30-49	AGE: 50 & OVER	EDUCATION: SOME H.S. OR LESS	EDUCATION: H.S. GRAD/ SOME COLL/ TRADE SCH'L	EDUCATION: COLL. GRAD.
TOTAL RESPONDENTS	1240 100%	643 100%	596 100%	1060 100%	894 100%	482 100%	461 100%	293 100%	338 100%	721 100%	173 100%
1...	45%	51%	38%	45%	46%	47%	47%	37%	38%	47%	49%
2...	13%	13%	13%	12%	14%	14%	15%	9%	4%	13%	31%
3...	13%	13%	14%	14%	12%	13%	14%	13%	15%	13%	11%
4...	8%	6%	11%	9%	8%	11%	5%	9%	9%	9%	5%
5...	12%	10%	15%	12%	13%	12%	13%	11%	18%	12%	3%
NOT SURE	8%	7%	10%	7%	7%	2%	6%	21%	17%	6%	1%
TOP BOX (4-5)	20%	16%	26%	21%	21%	23%	18%	20%	27%	20%	9%
BOTTOM BOX (1-2)	58%	64%	51%	58%	60%	61%	62%	46%	42%	60%	79%
MEAN	2.2	2.0	2.5	2.2	2.2	2.3	2.2	2.3	2.6	2.2	1.8
STD. DEV.	1.5	1.4	1.4	1.5	1.5	1.3	1.3	1.5	1.5	1.4	1.0
STD. ERR.	.04	.05	.06	.04	.05	.06	.06	.10	.09	.05	.08

1 = NOT LIKELY AT ALL 5 = VERY LIKELY

Table 4.1

(continued)

	TOTAL	URBAN	RURAL	INCOME: LESS THAN 15000	INCOME: 15000 TO 24999	INCOME: 25000 OR MORE	REGION: EAST	REGION: MID-WEST	REGION: SOUTH	REGION: WEST
TOTAL RESPONDENTS	1240 100%	670 100%	134 100%	471 100%	289 100%	295 100%	292 100%	344 100%	503 100%	91 100%
1...	45%	44%	37%	45%	48%	50%	54%	37%	45%	41%
2...	13%	12%	13%	7%	18%	19%	9%	16%	13%	20%
3...	13%	17%	17%	13%	17%	12%	12%	19%	10%	14%
4...	8%	8%	9%	12%	7%	6%	5%	13%	9%	2%
5...	12%	11%	12%	11%	8%	10%	12%	7%	14%	20%
NOT SURE	8%	8%	12%	12%	3%	2%	8%	9%	9%	3%
TOP BOX (4-5)	20%	19%	21%	23%	15%	17%	17%	19%	23%	22%
BOTTOM BOX (1-2)	58%	56%	50%	52%	65%	69%	63%	53%	58%	60%
MEAN	2.2	2.2	2.4	2.3	2.1	2.1	2.0	2.3	2.3	2.4
STD. DEV.	1.5	1.4	1.4	1.4	1.2	1.2	1.5	1.3	1.5	1.5
STD. ERR.	.04	.06	.13	.07	.07	.07	.09	.07	.07	.16

1 = NOT LIKELY AT ALL

5 = VERY LIKELY

Table 4.2

Q.22 WHICH IS THE BEST WAY TO CHANGE A FEDERAL GOVERNMENT POLICY WITH WHICH YOU DISAGREE.

		SEX		REGISTERED VOTER		AGE			EDUCATION		
	TOTAL	MEN	WOMEN	DEMOCRAT		18-29	30-49	50 & OVER	SOME H.S. OR LESS	H.S. GRAD/ SOME COLL/ TRADE SCH'L	COLL. GRAD.
TOTAL RESPONDENTS	1240 100%	643 100%	596 100%	1060 100%	894 100%	482 100%	461 100%	293 100%	338 100%	721 100%	173 100%
VOTING	40%	39%	41%	41%	42%	39%	43%	36%	40%	42%	32%
WRITING LETTERS	16%	12%	20%	16%	16%	13%	18%	17%	15%	17%	16%
PEACEFUL & LEGAL ACTIVITY SUCH AS ATTENDING A RALLY	24%	25%	23%	25%	24%	28%	23%	18%	18%	26%	23%
PEACEFUL, BUT ILLEGAL DEMONSTRATIONS SUCH AS ATTENDING A SIT-IN OR OTHER FORM OF CIVIL DISOBEDIENCE	6%	6%	5%	6%	6%	5%	7%	4%	5%	5%	8%
VIOLENT PROTESTS SUCH AS RIOTING	12%	16%	7%	12%	11%	11%	10%	15%	13%	8%	26%
OTHER	2%	1%	3%	1%	1%	1%	2%	4%	4%	1%	3%
NOT SURE	8%	7%	9%	6%	7%	5%	9%	12%	10%	8%	2%

Table 4.2

(continued)

	TOTAL	URBAN	RURAL	INCOME: LESS THAN 15000	INCOME: 15000 TO 24999	INCOME: 25000 OR MORE	REGION: EAST	REGION: MID-WEST	REGION: SOUTH	REGION: WEST
TOTAL RESPONDENTS	1240 100%	670 100%	134 100%	471 100%	289 100%	295 100%	292 100%	344 100%	503 100%	91 100%
VOTING	40%	41%	37%	42%	38%	37%	37%	34%	44%	42%
WRITTING LETTERS	16%	16%	19%	15%	20%	13%	16%	17%	17%	7%
PEACEFUL & LEGAL ACTIVITY SUCH AS ATTENDING A RALLY	24%	26%	24%	24%	29%	24%	28%	26%	22%	18%
PEACEFUL, BUT ILLEGAL DEMONSTRATIONS SUCH AS ATTENDING A SITTIN OR OTHER FORM OF CIVIL DISOBEDIENCE	6%	6%	3%	6%	6%	5%	7%	5%	5%	7%
VIOLENT PROTESTS SUCH AS RIOTING	12%	9%	10%	10%	10%	15%	9%	13%	7%	20%
OTHER	2%	3%	1%	4%	2%	1%	2%	4%	1%	2%
NOT SURE	8%	8%	8%	9%	2%	6%	8%	3%	11%	9%

Table 4.3

Q.21 As you may know, recently there were violent protests and riots in some Black communitie in Miami, Florida. On a scale of 1 to 5, where 5 means very justified and 1 means not justified at all, can you tell me your opinion on whether the Blacks who protested and rioted in Miami were justified or not--1, 2, 3, 4 or 5?

		SEX		REGIS TERED	DEMO- CRAT	AGE			EDUCATION		
	TOTAL	MEN	WOMEN	VOTER		18-29	30-49	50 & OVER	SOME H.S. OR LESS	H.S. GRAD/ SOME COLL/ TRADE SCH'L	COLL. GRAD.
TOTAL RESPONDENTS	619 100%	319 100%	300 100%	527 100%	449 100%	235 100%	218 100%	165 100%	181 100%	367 100%	66 100%
1...	15%	15%	14%	15%	15%	15%	19%	9%	15%	16%	6%
2...	4%	4%	4%	4%	4%	4%	5%	2%	2%	5%	5%
3...	13%	11%	16%	13%	13%	15%	13%	11%	8%	14%	24%
4...	14%	14%	13%	15%	16%	21%	14%	2%	7%	17%	9%
5...	33%	37%	28%	34%	32%	40%	29%	28%	25%	33%	50%
NOT SURE	21%	18%	25%	19%	19%	5%	19%	48%	42%	15%	5%
TOP BOX (4-5)	47%	51%	42%	49%	49%	61%	43%	30%	33%	50%	59%
BOTTOM BOX (1-2)	19%	20%	18%	19%	19%	19%	24%	12%	17%	21%	12%
MEAN	3.6	3.6	3.5	3.6	3.6	3.7	3.4	3.7	3.4	3.5	4.0
STD. DEV.	1.4	1.6	1.5	1.5	1.4	1.4	1.4	1.5	1.7	1.6	1.2
STD. ERR.	.06	.10	.10	.07	.07	.09	.11	.16	.17	.09	.15

1 = NOT JUSTIFIED AT ALL 5 = VERY JUSTIFIED

Table 4.3

(continued)

** VERSION B **

	TOTAL	URBAN	RURAL	INCOME: LESS THAN 15000	INCOME: 15000 TO 24999	INCOME: 25000 OR MORE	REGION: EAST	REGION: MID-WEST	REGION: SOUTH	REGION: WEST
TOTAL RESPONDENTS	619	327	65	234	132	151	149	165	254	41
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
1...	15%	12%	17%	13%	18%	19%	16%	13%	17%	-
2...	4%	4%	9%	4%	2%	5%	3%	4%	6%	-
3...	13%	14%	15%	10%	21%	19%	13%	10%	17%	7%
4...	14%	15%	9%	15%	18%	14%	8%	19%	14%	15%
5...	33%	35%	26%	30%	32%	36%	45%	22%	30%	51%
NOT SURE	21%	20%	25%	29%	8%	7%	15%	33%	16%	27%
TOP BOX (4-5)	47%	50%	35%	45%	50%	50%	53%	41%	44%	66%
BOTTOM BOX (1-2)	19%	16%	26%	17%	20%	24%	20%	16%	22%	-
MEAN	3.6	3.7	3.2	3.6	3.5	3.5	3.7	3.5	3.4	4.6
STD. DEV.	1.4	1.4	1.6	1.5	1.4	1.4	1.6	1.4	1.5	.6
STD. ERR.	.06	.09	.23	.12	.12	.12	.14	.13	.10	.12

1 = NOT JUSTIFIED AT ALL

5 = VERY JUSTIFIED

5. AFFIRMATIVE ACTION AND EQUAL EMPLOYMENT

Observation:

Although ratings of federal government effectiveness in the area of enforcing laws against racial discrimination in employment have improved since the last Data Black reading in March, Black Americans remain skeptical about government efforts to fight racial discrimination. They hand down a mixed verdict for the Equal Employment Opportunity Commission, believe civil rights organizations have done more than political officials, EEOC or big business to increase employment among Blacks and, by overwhelming numbers, believe the current economic problems hurt Blacks more than they hurt Whites.

A slightly greater percentage of Black adults (48%) believe the federal government is ineffective in enforcing laws

T-5.1 against racial discrimination in employment than believe the federal government is effective (44%) in this area. More specifically, 15% believe the government to be very ineffective, 33% believe it to be somewhat ineffective, 40% believe it to somewhat effective and 4% believe it to be very effective. These numbers represent a 6% decrease in the percentage of Blacks believing the federal government to be ineffective in terms of the enforcement of laws against discrimination in employment and a comenserate 6% increase in the percentage of Blacks believing the federal government to be effective in this area. These latest numbers

T-5.2 are nearly midway between those obtained in Data Black I, in which an even majority (50%) endorsed the effectiveness of the

federal government, and those obtained in Data Black II, in which 54% cited government ineffectiveness.

It is important to note that those most directly affected
T-5.1 by unemployment, younger Blacks (those 18-29 years of age), are more likely than others to believe the federal government is ineffective in its enforcement of laws against racial discrimination (59%). Western Blacks (56%), Blacks with annual household incomes of $15,000-29,999 (53%) and Blacks aged 30-49 (52%) are among those most likely to endorse the effectiveness of the federal government in this area.

Black Americans are almost equally divided on the question of the leadership provided by the Equal Employment Opportunity Commission in the fight against racial discrimination.
T-5.3 Forty-seven percent (47%) believe the EEOC to be a national leader in this area, 41% believe it is not a leader in this area, 2% have never heard of the EEOC and 10% are unsure. Moreover, nearly a majority of American Blacks (46%) believe that civil
T-5.4 rights organizations have done the most to increase employment among Blacks. This is compared to the 21% who cite the EEOC in this connection, the 12% who cite churches, the 7% who cite big business and the 1% who cite political officials. In addition, 3% select none of these alternatives and 10% are unsure.

Observation:

These data indicate that Blacks see an absence of government leadership in the fight to end job discrimination. The results suggest that Blacks look more to private organizations such as civil rights groups than to government or industrial initiatives.

T-5.5

Nearly three quarters of Black Americans (71%) believe that the country's current economic problems hurt Blacks more than they hurt Whites. Only 14% believe these economic problems hurt Blacks the same as Whites and 11% believe that current economic problems hurt Blacks less than they hurt Whites. Interestly, Black college graduates are the group most likely to see a disproportionately harmful effect on Blacks (93%).

Table 5.1

Q.13 HOW EFFECTIVE IS THE FEDERAL GOVERNMENT IN ENFORCING LAWS AGAINST RACIAL DISCRIMINATION IN EMPLOYMENT.

		SEX		REGIS TERED		AGE			EDUCATION		
	TOTAL	MEN	WOMEN	VOTER	DEMO-CRAT	18-29	30-49	50 & OVER	SOME H.S. OR LESS	H.S. GRAD/ SOME COLL/ TRADE SCH'L	COLL. GRAD.
TOTAL RESPONDENTS	620 100%	324 100%	296 100%	532 100%	444 100%	247 100%	243 100%	128 100%	157 100%	353 100%	107 100%
VERY EFFECTIVE	4%	5%	3%	4%	4%	4%	3%	6%	10%	3%	1%
SOMEWHAT EFFECTIVE	40%	43%	37%	42%	41%	35%	49%	33%	24%	46%	48%
SOMEWHAT INEFFECTIVE	33%	31%	36%	33%	34%	43%	29%	22%	29%	33%	43%
VERY INEFFECTIVE	15%	16%	14%	14%	15%	16%	16%	14%	22%	15%	7%
NOT SURE	7%	5%	10%	7%	7%	1%	3%	25%	15%	5%	2%

Table 5.1

(continued)

** VERSION A **

	TOTAL	URBAN	RURAL	INCOME: LESS THAN 15000	INCOME: 15000 TO 24999	INCOME: 25000 OR MORE	REGION: EAST	REGION: MID-WEST	REGION: SOUTH	REGION: WEST
TOTAL RESPONDENTS	620 100%	343 100%	68 100%	237 100%	156 100%	144 100%	142 100%	180 100%	248 100%	50 100%
VERY EFFECTIVE	4%	4%	8%	4%	6%	3%	6%	1%	6%	-
SOMEWHAT EFFECTIVE	40%	41%	34%	36%	47%	47%	42%	42%	35%	56%
SOMEWHAT INEFFECTIVE	33%	34%	32%	33%	37%	35%	32%	41%	30%	26%
VERY INEFFECTIVE	15%	16%	10%	14%	9%	14%	17%	11%	18%	14%
NOT SURE	7%	5%	16%	12%	3%	1%	5%	5%	10%	4%

Table 5.2

HOW EFFECTIVE IS THE FEDERAL GOVERNMENT IN ENFORCING LAWS AGAINST RACIAL DISCRIMINATION IN EMPLOYMENT
(Base: Total respondents)

	Data Black I	Data Black II
	Total	Total
Total respondents	(1524)	(1177)
	%	%
Very effective	10	6
Somewhat effective	40	32
Somewhat ineffective	24	32
Very ineffective	18	22
Not sure	7	8

Table 5.3

Q.14 DO YOU CONSIDER THE EQUAL EMPLOYMENT OPPORTUNITY COMMISSION TO BE A NATIONAL LEADER IN THE FIGHT AGAINST RACIAL DISCRIMINATION.

		SEX		REGIS TERED	DEMO-	AGE			EDUCATION		
	TOTAL	MEN	WOMEN	VOTER	CRAT	18-29	30-49	50 & OVER	SOME H.S. OR LESS	H.S. GRAD/ SOME COLL/ TRADE SCH'L	COLL. GRAD.
TOTAL RESPONDENTS	620 100%	324 100%	296 100%	532 100%	444 100%	247 100%	243 100%	128 100%	157 100%	353 100%	107 100%
YES	47%	47%	48%	48%	49%	53%	42%	46%	46%	48%	49%
NO	41%	44%	38%	40%	40%	38%	47%	35%	39%	41%	45%
NEVER HEARD OF	2%	2%	1%	2%	1%	2%	1%	2%	1%	2%	1%
NOT SURE	10%	8%	13%	10%	10%	7%	10%	17%	14%	10%	7%

Table 5.3

(continued)

** VERSION A **

	TOTAL	URBAN	RURAL	INCOME: LESS THAN 15000	INCOME: 15000 TO 24999	INCOME: 25000 OR MORE	REGION: EAST	REGION: MID-WEST	REGION: SOUTH	REGION: WEST
TOTAL RESPONDENTS	620 100%	343 100%	68 100%	237 100%	156 100%	144 100%	142 100%	180 100%	248 100%	50 100%
YES	47%	47%	38%	48%	47%	46%	53%	39%	51%	42%
NO	41%	41%	46%	41%	41%	45%	36%	49%	36%	50%
NEVER HEARD OF	2%	2%	3%	1%	1%	1%	3%	1%	1%	-
NOT SURE	10%	10%	13%	10%	11%	8%	8%	10%	13%	10%

Table 5.4

Q.15 WHICH HAS DONE THE MOST TO INCREASE EMPLOYMENT AMONG BLACKS

	TOTAL	SEX: MEN	SEX: WOMEN	REGISTERED VOTER	DEMOCRAT	AGE: 18-29	AGE: 30-49	AGE: 50 & OVER	EDUCATION: SOME H.S. OR LESS	EDUCATION: H.S. GRAD/ SOME COLL/ TRADE SCH'L	EDUCATION: COLL. GRAD.
TOTAL RESPONDENTS	620 100%	324 100%	296 100%	532 100%	444 100%	247 100%	243 100%	128 100%	157 100%	353 100%	107 100%
BIG BUSINESS	7%	7%	7%	6%	6%	13%	4%	2%	5%	10%	1%
EQUAL EMPLOYMENT OPPORTUNITY COMMISSION	21%	14%	28%	22%	20%	28%	16%	16%	20%	19%	25%
POLITICAL OFFICIALS	1%	1%	1%	1%	2%	1%	1%	2%	2%	1%	1%
CIVIL RIGHTS ORGANIZATIONS	46%	54%	38%	46%	48%	37%	54%	50%	45%	43%	62%
CHURCHES	12%	13%	11%	12%	13%	13%	12%	11%	10%	14%	7%
NONE	3%	1%	5%	3%	1%	2%	6%	-	1%	5%	1%
NOT SURE	10%	9%	10%	10%	10%	6%	7%	20%	17%	8%	4%

Table 5.4

(continued)

** VERSION A **

	TOTAL	URBAN	RURAL	INCOME: LESS THAN 15000	INCOME: 15000 TO 24999	INCOME: 25000 OR MORE	REGION: EAST	REGION: MID-WEST	REGION: SOUTH	REGION: WEST
TOTAL RESPONDENTS	620 100%	343 100%	68 100%	237 100%	156 100%	144 100%	142 100%	180 100%	248 100%	50 100%
BIG BUSINESS	7%	8%	9%	7%	2%	4%	4%	8%	9%	2%
EQAUL EMPLOYMENT OPPORTUNIYY COM-MISSION	21%	23%	25%	24%	22%	18%	21%	20%	23%	10%
POLITICAL OFFICIALS	1%	1%	1%	1%	2%	1%	1%	2%	2%	-
CIVIL RIGHTS OR-GANIZATIONS	46%	42%	35%	41%	50%	55%	52%	49%	40%	50%
CHURCHES	12%	14%	12%	15%	9%	13%	10%	6%	15%	30%
NONE	3%	5%	-	1%	8%	3%	2%	6%	2%	-
NOT SURE	10%	7%	18%	11%	7%	6%	10%	9%	9%	10%

Table 5.5

Q.16 Do you think the country's current economic problems hurt Blacks more than Whites, hurt Blacks the same as Whites or hurt Blacks less than Whites?

		SEX		REGISTERED VOTER	DEMOCRAT	AGE			EDUCATION		
	TOTAL	MEN	WOMEN			18-29	30-49	50 & OVER	SOME H.S. OR LESS	H.S. GRAD/ SOME COLL/ TRADE SCH'L	COLL. GRAD.
TOTAL RESPONDENTS	620 100%	324 100%	296 100%	532 100%	444 100%	247 100%	243 100%	128 100%	157 100%	353 100%	107 100%
BLACKS MORE THAN WHITES	71%	74%	69%	73%	75%	70%	73%	72%	64%	68%	93%
BLACKS THE SAME AS WHITES	14%	13%	15%	13%	12%	12%	17%	13%	17%	16%	3%
BLACKS LESS THAN WHITES	11%	10%	12%	11%	10%	16%	8%	8%	11%	14%	3%
NOT SURE	4%	3%	4%	3%	3%	2%	2%	9%	8%	2%	2%

Table 5.5

(continued)

** VERSION A **

	TOTAL	URBAN	RURAL	INCOME: LESS THAN 15000	INCOME: 15000 TO 24999	INCOME: 25000 OR MORE	REGION: EAST	REGION: MID-WEST	REGION: SOUTH	REGION: WEST
TOTAL RESPONDENTS	620 100%	343 100%	68 100%	237 100%	156 100%	144 100%	142 100%	180 100%	248 100%	50 100%
BLACKS MORE THAN WHITES	71%	70%	69%	65%	75%	81%	79%	73%	63%	84%
BLACKS THE SAME AS WHITES	14%	16%	15%	17%	14%	8%	15%	14%	15%	6%
BLACKS LESS THAN WHITES	11%	10%	12%	14%	10%	9%	4%	8%	19%	2%
NOT SURE	4%	4%	6%	5%	1%	1%	2%	5%	3%	8%

6. EDUCATIONAL SEGREGATION

Observation:

Twenty six years after the landmark Brown vs. the Board of Education Supreme Court decision, most Blacks live in communities with predominately Black public educational facilities and dissatisfaction with this situation remains strong.

T-6.1 More than a majority of Black adults (58%) believe that public schools in mostly Black communities are worse than those in mostly White communities. Twenty-eight percent (28%) believe both types of public schools are about equal, 7% believe that the public schools in mostly Black communities are better than those in mostly White communities and 7% are unsure. A demographic analysis of these data reveals that the following groups as more emphatic in the conviction that public schools are worse in mostly Black communities than in mostly White communities:

- Black college graduates (72%);
- Eastern Blacks (70%);
- Midwestern Blacks (70%);
- Blacks with annual household incomes of $25,000 or more (67%); and,
- Blacks aged 30-49 (65%).

In addition, relatively large proportions of rural Blacks (34%) and Southern Blacks (35%) believe public schools in mostly Black communities are about the same as those in mostly White communities.

T-6.2

Respondents were asked to specify the percentage of Black students attending the public elementary school closest to their homes. More than half (61%) live in areas in which the closest public elementary school is predominately Black, while slightly over one quarter (26%) live in communities in which the proportion of Black students is 50% or lower. A regional anaylis reveals that Southern Blacks are more likely to live in communities with an integrated public elementary school; nearly one-third of Southern Blacks (32%) live in areas in which 50% or fewer of the students attending the closest public elementary school are Black, whereas 48% live in communities in which the proportion of Black students attending the closest public elementary school is above 50%. These figures stand in contrast to the 72% of eastern Blacks, the 78% of western Blacks and the 64% of mid-western Blacks whose closest public elementary school contains more than a majority of Black students. It should also be noted that the elementary school closest to the homes of one quarter of American Blacks is 91-100% Black.

Observation:

The regional differences vis-a-vis school segregation are especially noteworthy in view of recent court decisions extending federal intervention from a Southern focus to a more national focus.

T-6.3 Dissatisfaction with the current racial balance in public elementary schools is indicated by the 59% of Black adults who believe the best education would be provided by a school in which 50% or fewer of the students are Black as opposed to the 18% who believe the best education would derive from a school in which over 50% of the students are Black. Indeed, nearly one-third of American Blacks (30%) believe the best school would be one in which 41-50% of the students are Black.

Observation:

This endorsement of integrated education stands in stark contrast to the reality of a largely segregated public elementary school system.

Table 6.1

Q.17 In general, would you say that public schools are worse in mostly Blacks communities than in mostly White communities, the same in mostly Black communities as in mostly White communities or better in mostly Black communities than in mostly White communities?

		SEX		REGIS TERED	DEMO-	AGE			EDUCATION		
	TOTAL	MEN	WOMEN	VOTER	CRAT	18-29	30-49	50 & OVER	SOME H.S. OR LESS	H.S. GRAD/ SOME COLL/ TRADE SCH'L	COLL. GRAD.
TOTAL RESPONDENTS	620 100%	324 100%	296 100%	532 100%	444 100%	247 100%	243 100%	128 100%	157 100%	353 100%	107 100%
WORSE	58%	60%	56%	58%	62%	59%	65%	47%	48%	60%	72%
ABOUT THE SAME	28%	26%	29%	27%	25%	31%	23%	28%	31%	28%	21%
BETTER	7%	9%	4%	8%	7%	6%	5%	13%	11%	6%	3%
NOT SURE	7%	5%	10%	7%	6%	4%	8%	12%	10%	6%	4%

Table 6.1

(continued)

** VERSION A **

				INCOME			REGION			
	TOTAL	URBAN	RURAL	LESS THAN 15000	15000 TO 24999	25000 OR MORE	EAST	MID-WEST	SOUTH	WEST
TOTAL RESPONDENTS	620 100%	343 100%	68 100%	237 100%	156 100%	144 100%	142 100%	180 100%	248 100%	50 100%
WORSE	58%	64%	41%	54%	61%	67%	70%	70%	44%	58%
ABOUT THE SAME	28%	25%	34%	30%	27%	24%	20%	24%	35%	24%
BETTER	7%	5%	15%	8%	6%	6%	3%	2%	11%	10%
NOT SURE	7%	6%	10%	7%	6%	3%	7%	4%	10%	8%

Table 6.2

Q.18 Thinking about the public elementary school closest to your home, approximately what percentage of the students are Black?

		SEX		REGISTERED VOTER	DEMOCRAT	AGE			EDUCATION		
	TOTAL	MEN	WOMEN			18-29	30-49	50 & OVER	SOME H.S. OR LESS	H.S. GRAD/ SOME COLL/ TRADE SCH'L	COLL. GRAD.
TOTAL RESPONDENTS	620 100%	324 100%	296 100%	532 100%	444 100%	247 100%	243 100%	128 100%	157 100%	353 100%	107 100%
LESS THAN 5%	2%	2%	2%	2%	1%	1%	3%	-	1%	2%	3%
5-10%	3%	2%	3%	2%	3%	4%	3%	-	3%	3%	1%
11-20%	4%	3%	5%	3%	3%	9%	1%	-	2%	2%	15%
21-30%	4%	4%	4%	4%	5%	5%	3%	2%	3%	4%	6%
31-40%	4%	4%	3%	3%	3%	5%	2%	5%	4%	3%	4%
41-50%	9%	9%	8%	9%	9%	9%	7%	13%	11%	9%	3%
51-60%	7%	10%	3%	8%	8%	8%	8%	4%	3%	10%	4%
61-70%	7%	9%	5%	6%	7%	5%	8%	8%	1%	9%	9%
71-80%	13%	15%	10%	14%	14%	12%	14%	13%	15%	13%	7%
81-90%	9%	7%	11%	8%	10%	9%	11%	5%	6%	10%	10%
91-100%	25%	23%	28%	26%	23%	20%	28%	30%	27%	22%	33%
NOT SURE	15%	11%	19%	15%	14%	13%	12%	23%	24%	13%	7%

(*= PERCENT LESS THAN .5)

Table 6.2

(continued)

** VERSION A **

	TOTAL	URBAN	RURAL	INCOME: LESS THAN 15000	INCOME: 15000 TO 24999	INCOME: 25000 OR MORE	REGION: EAST	REGION: MID-WEST	REGION: SOUTH	REGION: WEST
TOTAL RESPONDENTS	620 100%	343 100%	68 100%	237 100%	156 100%	144 100%	142 100%	180 100%	248 100%	50 100%
LESS THAN 5%	2%	*	3%	1%	1%	3%	1%	-	4%	-
5-11%	3%	2%	3%	1%	3%	6%	1%	3%	3%	6%
11-20%	4%	4%	1%	4%	6%	2%	4%	8%	2%	2%
21-30%	4%	3%	3%	2%	4%	5%	4%	3%	4%	8%
31-40%	4%	3%	4%	3%	8%	1%	4%	2%	5%	-
41-50%	9%	7%	16%	12%	8%	3%	4%	6%	14%	4%
51-60%	7%	7%	6%	4%	10%	12%	11%	2%	6%	18%
61-70%	7%	6%	7%	5%	4%	16%	4%	1%	7%	36%
71-80%	13%	10%	18%	16%	6%	13%	14%	12%	13%	10%
81-90%	9%	11%	9%	7%	8%	11%	15%	10%	6%	4%
91-100%	25%	36%	10%	28%	28%	24%	28%	39%	16%	10%
NOT SURE	15%	13%	22%	17%	15%	6%	10%	14%	20%	4%

(* = PERCENT LESS THAN .5)

Table 6.3

Q.19 THINKING ABOUT THE KIND OF PUBLIC ELEMENTARY SCHOOL WHICH WOULD PROVIDE THE BEST EDUCATION, WHAT PERCENTAGE OF THE STUDENTS WOULD BE BLACK.

		SEX		REGISTERED VOTER	DEMOCRAT	AGE			EDUCATION		
	TOTAL	MEN	WOMEN			18-29	30-49	50 & OVER	SOME H.S. OR LESS	H.S. GRAD/ SOME COLL/ TRADE SCH'L	COLL. GRAD.
TOTAL RESPONDENTS	620 100%	324 100%	296 100%	532 100%	444 100%	247 100%	243 100%	128 100%	157 100%	353 100%	107 100%
LESS THAN 5%	2%	1%	3%	1%	2%	2%	3%	1%	4%	2%	-
5-10%	3%	4%	3%	4%	4%	5%	2%	3%	3%	4%	1%
11-20%	6%	8%	4%	6%	7%	10%	6%	-	3%	8%	6%
21-30%	9%	10%	8%	9%	10%	10%	8%	9%	10%	10%	7%
31-40%	9%	12%	7%	10%	11%	9%	8%	13%	4%	9%	14%
41-50%	30%	27%	34%	31%	29%	32%	36%	16%	25%	33%	29%
51-60%	8%	7%	8%	6%	8%	9%	9%	2%	6%	5%	20%
61-70%	4%	5%	2%	4%	5%	3%	5%	2%	2%	5%	1%
71-80%	2%	2%	3%	2%	2%	1%	3%	2%	2%	3%	3%
81-90%	1%	2%	1%	2%	2%	1%	1%	5%	1%	2%	2%
91-100%	3%	2%	3%	3%	2%	4%	2%	2%	1%	3%	4%
NOT SURE	22%	20%	24%	22%	20%	14%	17%	44%	39%	16%	16%

Table 6.3

(continued)

** VERSION A **

	TOTAL	URBAN	RURAL	INCOME: LESS THAN 15000	INCOME: 15000 TO 24999	INCOME: 25000 OR MORE	REGION: EAST	REGION: MID-WEST	REGION: SOUTH	REGION: WEST
TOTAL RESPONDENTS	620 100%	343 100%	68 100%	237 100%	156 100%	144 100%	142 100%	180 100%	248 100%	50 100%
LESS THAN 5%	2%	1%	1%	2%	3%	1%	5%	-	3%	-
5-10%	3%	4%	6%	4%	2%	2%	6%	2%	3%	4%
11-20%	6%	6%	7%	5%	6%	11%	6%	7%	4%	14%
21-30%	9%	7%	7%	8%	10%	15%	14%	4%	8%	18%
31-40%	9%	11%	7%	7%	13%	13%	8%	11%	9%	4%
41-50%	30%	33%	29%	28%	37%	29%	25%	36%	30%	24%
51-60%	8%	5%	3%	6%	9%	9%	6%	8%	6%	20%
61-70%	4%	4%	6%	7%	1%	2%	3%	7%	2%	-
71-80%	2%	2%	6%	2%	2%	2%	2%	2%	3%	-
81-90%	1%	1%	-	-	3%	4%	1%	-	2%	10%
91-100%	3%	4%	1%	4%	2%	2%	3%	1%	4%	-
NOT SURE	22%	22%	26%	27%	13%	10%	21%	21%	25%	6%

7. RESIDENTIAL SEGREGATION

Observation:

The incongruence between the real and the ideal pervades the data collected on residential preferences versus actual residential situations. Just as Blacks tend to live in communities with segregated public elementary systems, but believe the best education is provided by integrated educational systems. Blacks tend to live in predominately Black areas but prefer living in integrated communities.

T-7.1

Over half of American Blacks (59%) describe their communities as almost all Black (31%) or as mostly Black (28%). Nearly one quarter (24%) describe their communities as ones which approximately half the residents are Black, whereas 15% say either most residents are White (9%) or almost all are White (6%). The following demographic groups are more likely than others to live in primarily Black areas:

- Urban Blacks (70%);
- Blacks aged 18-29 (65%); and,
- Blacks with annual household incomes of less than $15,000 (63%).

Rural Blacks (43%) and Blacks with annual household incomes of $25,000 or more (29%) are more likely than others to live in areas with a more equal racial mix. Over one-third (39%) of Black college graduates live in areas in which more residents are not Black.

T-7.1A

Table 7.1

Q.17 Overall, how would you describe your community--almost all people are Black, most are Black, approximately half are Black, most are not Black or almost all are not Black?

		SEX		REGIS TERED	DEMO-	AGE			EDUCATION		
	TOTAL	MEN	WOMEN	VOTER	CRAT	18-29	30-49	50 & OVER	SOME H.S. OR LESS	H.S. GRAD/ SOME COLL/ TRADE SCH'L	COLL. GRAD.
TOTAL RESPONDENTS	619 100%	319 100%	300 100%	527 100%	449 100%	235 100%	218 100%	165 100%	181 100%	367 100%	66 100%
ALMOST ALL ARE BLACK	31%	29%	32%	28%	31%	35%	29%	26%	32%	31%	23%
MOST ARE BLACK	28%	27%	29%	29%	32%	30%	23%	30%	26%	30%	23%
APPROX. HALF ARE BLACK	24%	24%	24%	25%	22%	21%	24%	27%	29%	23%	14%
MOST ARE NOT BLACK	9%	11%	8%	8%	6%	6%	15%	8%	7%	9%	21%
ALMOST ALL ARE NOT BLACK	6%	4%	7%	7%	7%	8%	2%	8%	5%	4%	18%
OTHER	1%	2%	*	2%	2%	-	4%	-	-	2%	-
NONE OF THE ABOVE	-	-	-	-	-	-	-	-	-	-	-
NOT SURE	1%	2%	*	1%	1%	-	3%	1%	1%	1%	-

(*= PERCENT LESS THAN .5)

Table 7.1
(continued)

** VERSION B **

				INCOME			REGION			
	TOTAL	URBAN	RURAL	LESS THAN 15000	15000 TO 24999	25000 OR MORE	EAST	MID-WEST	SOUTH	WEST
TOTAL RESPONDENTS	619 100%	327 100%	65 100%	234 100%	132 100%	151 100%	149 100%	165 100%	254 100%	41 100%
ALMOST ALL ARE BLACK	31%	37%	29%	30%	28%	25%	22%	22%	41%	34%
MOST ARE BLACK	28%	33%	18%	33%	25%	28%	38%	29%	22%	22%
APPROX. HALF ARE BLACK	24%	18%	43%	24%	18%	29%	20%	33%	20%	29%
MOST ARE NOT BLACK	9%	5%	3%	9%	11%	11%	17%	7%	6%	2%
ALMOST ALL ARE NOT BLACK	6%	5%	5%	4%	11%	7%	3%	8%	7%	2%
OTHER	1%	-	-	-	5%	-	-	-	3%	-
NONE OF THE ABOVE	-	-	-	-	-	-	-	-	-	-
NOT SURE	1%	2%	2%	*	2%	1%	-	1%	1%	7%

(* = PERCENT LESS THAN .5%)

Table 7.1A

Q.18 And, in general, which kind of community would you prefer living in--a community where: almost all people are Black, most are Black, approximately half are Black, most are not Black or almost all are not Black?

		SEX		REGISTERED VOTER	DEMOCRAT	AGE			EDUCATION		
	TOTAL	MEN	WOMEN			18-29	30-49	50 & OVER	SOME H.S. OR LESS	H.S. GRAD/ SOME COLL/ TRADE SCH'L	COLL. GRAD.
TOTAL RESPONDENTS	619 100%	319 100%	300 100%	527 100%	449 100%	235 100%	218 100%	165 100%	181 100%	367 100%	66 100%
ALMOST ALL ARE BLACK	9%	10%	8%	9%	9%	12%	7%	8%	10%	9%	9%
MOST ARE BLACK	11%	9%	12%	10%	11%	15%	10%	5%	9%	11%	8%
APPROX. HALF ARE BLACK	48%	50%	47%	49%	49%	60%	48%	33%	36%	52%	64%
MOST ARE NOT BLACK	3%	2%	3%	3%	2%	3%	2%	2%	2%	3%	2%
ALMOST ALL ARE NOT BLACK	2%	3%	2%	2%	3%	3%	3%	1%	4%	2%	3%
OTHER	8%	6%	11%	8%	7%	1%	8%	19%	17%	5%	4%
NONE OF THE ABOVE	10%	12%	7%	10%	10%	4%	10%	16%	9%	10%	6%
NOT SURE	9%	8%	11%	9%	9%	2%	12%	16%	12%	8%	4%

Table 7.1A

(continued)

** VERSION B **

	TOTAL	URBAN	RURAL	INCOME: LESS THAN 15000	INCOME: 15000 TO 24999	INCOME: 25000 OR MORE	REGION: EAST	REGION: MID-WEST	REGION: SOUTH	REGION: WEST
TOTAL RESPONDENTS	619 100%	327 100%	65 100%	234 100%	132 100%	151 100%	149 100%	165 100%	254 100%	41 100%
ALMOST ALL ARE BLACK	9%	9%	9%	10%	8%	9%	3%	5%	17%	7%
MOST ARE BLACK	11%	11%	15%	12%	7%	13%	11%	7%	12%	15%
APPROX. HALF ARE BLACK	48%	50%	46%	42%	55%	56%	50%	62%	41%	37%
MOST ARE NOT BLACK	3%	3%	5%	3%	3%	1%	3%	1%	3%	2%
ALMOST ALL ARE NOT BLACK	2%	2%	-	2%	4%	2%	3%	2%	2%	-
OTHER	8%	6%	11%	12%	7%	5%	4%	13%	7%	17%
NONE OF THE ABOVE	10%	10%	8%	9%	11%	11%	15%	8%	7%	10%
NOT SURE	9%	8%	8%	10%	5%	5%	11%	4%	11%	10%

8. ASPIRATIONS FOR THE FUTURE

Observation:

Despite the rather bleak contrast between preference and actuality presented above, the overwhelming majority of Blacks believe that their children will fulfill at least some of their own dreams for betterment.

T-8.1 Eighty percent (80%) of American Blacks believe that their children will reach a higher level of education than they themselves have reached, while only 10% believe that their children will reach their own level of education and 7% believe their children will reach a lower level of education. This sentiment carries over to predictions vis-a-vis the occupational achievement

T-8.2 of progeny. Eighty percent (80%) of American Blacks believe their children will have better jobs than they themselves do, 6% believe their children will have the same type of job and 8% believe their children will have a worse job.

Table 8.1

Q.39 Do you think your children will reach a higher level of education, reach the same level of education, or reach a lower level of education than you have now?

	TOTAL	SEX		REGISTERED VOTER	DEMOCRAT	AGE			EDUCATION		
		MEN	WOMEN			18-29	30-49	50 & OVER	SOME H.S. OR LESS	H.S. GRAD/ SOME COLL/ TRADE SCH'L	COLL. GRAD.
TOTAL RESPONDENTS	620	324	296	532	444	247	243	128	157	353	107
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
REACH A HIGHER LEVEL OF EDUCATION	80%	85%	74%	81%	82%	78%	84%	77%	82%	80%	77%
REACH THE SAME LEVEL OF EDUCATION	10%	7%	13%	8%	9%	12%	8%	11%	5%	10%	15%
REACH A LOWER LEVEL OF EDUCATION	7%	6%	8%	7%	6%	7%	7%	5%	8%	7%	6%
NOT SURE	3%	2%	5%	4%	3%	3%	1%	8%	4%	3%	2%

Table 8.1

(continued)

** VERSION A **

	TOTAL	URBAN	RURAL	INCOME: LESS THAN 15000	INCOME: 15000 TO 24999	INCOME: 25000 OR MORE	REGION: EAST	REGION: MID-WEST	REGION: SOUTH	REGION: WEST
TOTAL RESPONDENTS	620 100%	343 100%	68 100%	237 100%	156 100%	144 100%	142 100%	180 100%	248 100%	50 100%
REACH A HIGHER LEVEL OF EDUCATION	80%	78%	81%	79%	83%	84%	80%	85%	78%	78%
REACH THE SAME LEVEL OF EDUCATION	10%	10%	12%	8%	4%	12%	10%	5%	13%	12%
REACH A LOWER LEVEL OF EDUCATION	7%	9%	4%	8%	12%	4%	7%	9%	4%	8%
NOT SURE	3%	3%	4%	5%	1%	-	4%	1%	5%	2%

Table 8.2

Q.39 Do you think your children will have a better job, have the same type of job, or have a worse job than you have now?

	TOTAL	SEX		REGISTERED VOTER	DEMOCRAT	AGE			EDUCATION		
		MEN	WOMEN			18-29	30-49	50 & OVER	SOME H.S. OR LESS	H.S. GRAD/ SOME COLL/ TRADE SCH'L	COLL. GRAD.
TOTAL RESPONDENTS	619 100%	319 100%	300 100%	527 100%	449 100%	235 100%	218 100%	165 100%	181 100%	367 100%	66 100%
HAVE A BETTER JOB	80%	80%	80%	81%	82%	76%	81%	84%	80%	78%	85%
HAVE THE SAME JOB	6%	6%	6%	6%	5%	7%	6%	3%	5%	7%	5%
HAVE A WORSE JOB	8%	8%	8%	7%	7%	12%	7%	3%	9%	7%	8%
NOT SURE	6%	7%	6%	6%	6%	5%	6%	10%	6%	8%	2%

Table 8.2

(continued)

** VERSION B **

	TOTAL	URBAN	RURAL	INCOME: LESS THAN 15000	INCOME: 15000 TO 24999	INCOME: 25000 OR MORE	REGION: EAST	REGION: MID-WEST	REGION: SOUTH	REGION: WEST
TOTAL RESPONDENTS	619 100%	327 100%	65 100%	234 100%	132 100%	151 100%	149 100%	165 100%	254 100%	41 100%
HAVE A BETTER JOB	80%	79%	80%	83%	77%	82%	79%	84%	76%	90%
HAVE THE SAME JOB	6%	6%	6%	6%	8%	6%	4%	8%	6%	-
HAVE A WORSE JOB	8%	9%	6%	8%	12%	7%	10%	5%	9%	10%
NOT SURE	6%	7%	8%	4%	4%	6%	8%	4%	9%	-

TECHNICAL NOTE

This study involves 1,240 telephone interviews conducted with Black adults in the United States. Interviews were conducted between July 23 and August 18, 1980. All interviews were completed by telephone from a single bank of phones in New York City.

All the interviewers employed in this project are Black (as are the supervisors), have had extensive previous experience and were provided with continuous supervision throughout the interview process. The two most important elements of this supervisory process are: 1) an edit of each survey instrument as soon as the interview is completed, which permits us to uncover obvious problems quickly and to recontact respondents for missing information where necessary, and 2) an audit using silent monitoring equipment to evaluate the quality of each interviewer while he or she is actually on the telephone.

The sampling technique for this study was developed by Dresner, Morris & Tortorello Research on the basis of consultations with Dr. Seymour Sudman of the University of Illinois Survey Research Lab as well as on work performed by Joseph Waxman and Warren Mitofsky of CBS-News. Sampling and respondent selection occurred in six steps:

1. Area codes and exchanges were randomly selected from an AT&T computer tape containing all operating area codes and exchanges in the United States.
2. Four random digits were added to each area code and exchange to complete a ten digit number.
3. Each newly completed phone number served as a potential sample point and those potential sample points producing a Black respondent as the initial contact served as actual sample points. Those producing White respondents, businesses or 3 "no answers" on different days were discarded.
4. Calling within a sample point proceeded until 10 respondents were interviewed or until 20 unsuccessful (i.e., respondents did not meet survey criteria, or businesses, etc.) calls were completed.
5. Additional sample points were added to compensate for unfinished ones (i.e., fewer than 10 respondents were interviewed) and calling proceeded.
6. Incomplete sample points were weighted to fully represent Blacks who live in primarily White or non-residential neighborhoods.

This procedure yields a sample which is projectable to all United States Black households with telephones.

Sampling error is plus or minus approximately 3.5% for percentages based on the total sample.

11/28/80 B2865-1 D

DATA BLACK NEWSLETTER

VOLUME IV, NO. 1

PREPARED FOR:

DATA BLACK PUBLIC OPINION POLLS, INC.

PREPARED BY:

DRESNER, MORRIS & TORTORELLO RESEARCH

OCTOBER, 1980

INTRODUCTION

This summary report briefly analyzes selected major findings of the fourth Data Black survey.

The survey was conducted between September 29 and October 23, 1980 by Data Black Opinion Polls, Inc. The study involves telephone interviews with a nationally projectable sample of 1,175 Black adults.

Throughout this report, reference is made to the third Data Black study, which was conducted between July 23 and August 18, 1980; to the second Data Black study, which was conducted from March 13, 1980 to April 9, 1980; and to Data Black I, which was conducted from November 23, 1979 to January 2, 1980. Data Black I through III involved nationally projectable samples of Black adults. Unless otherwise noted, however, all figures refer to Data Black IV.

A clustered sampling technique, using sample points distributed throughout the country, was developed for this project on the basis of work done by Joseph Waxberg and Warren Mitofsky of CBS-News and consultations supplied by Dr. Seymour Sudman of the Survey Research Laboratories of the University of Illinois. This method involved the application of "weights" to selected points in order to produce a final sample which is projectable to the total universe of Black telephone households. All interviewers and supervisors employed in this project are Black. An explanation of the sampling procedures as well as of other methodological techniques appears in the Technical Note at the end of this report.

1. PRESIDENTIAL PREFERENCE

1.1 Hypothetical Races

Observation:

President Carter has improved his standing among Black Americans since the last Data Black reading in August, but has yet to match his 1976 performance.

For the first time since Data Black began surveying the political preference of Black Americans, Jimmy Carter has registered a significant increase in his vote total among Black adults. In a three-way race against Ronald Reagan and John Anderson, the incumbent has gained 16% since August, while Both Governor Reagan and Mr. Anderson have declined by 5% and 4%, respectively. The figures now stand at 69% for Carter, 3% for Reagan, 4% for Anderson, 6% saying they will not vote and 18% undecided.

T-1.1

Comparable Data Black III figures are: 53% for Carter, 8% for Reagan, 8% for Anderson, 10% saying they will not vote and 20% undecided.

Carter's showing in the fourth Data Black survey is weaker than that in the September 1976 Gallup Poll in which he attracted 82% among non-white registered voters to former President Ford's 12%, 1% selected other candidates and 5% were undecided.

T-1.2 Despite this longitudinal analysis, the incumbent currently fares better among Black Americans than among all voters and emerges strongest among the 81% of Black adults who say they will definitely (63%) or probably (28%) vote. (Moreover, 52% of Reagan's Black voters are not registered to vote, whereas 81% of Carter's voters are now, indeed, registered).

	Gallup Poll	Data Black IV		Data Black IV	Data Black IV
	Nationwide--October, 1980 likely voters	Total	Registered voters	Definitely will vote	Definitely/probably will vote
Total respondents		(1175)	(919)	(657)	(942)
Carter	45	69	72	76	74
Reagan	42	3	2	3	3
Anderson	9	4	3	3	3
Would not vote/ not sure	4	24	19	17	20

T-1.3 In addition, 77% of those who say they voted for Jimmy Carter in 1976 (62% of the total) select the President again for 1980. Yet, less than 1% of 1976 Carter voters, opt for Reagan. On the other hand, 68% of Ford's 1976 voters (4% of the total) choose Carter whereas only 8% of this group say they will vote for the 1980 Republican nominee.

Observation:

Reagan is clearly not a direct beneficiary of the waning enthusiasm for Jimmy Carter

since 1976. Rather, Reagan stands to gain indirectly, through a possible decrease in Black turnout. In this connection, it is important to vote that the current undecided proportion among Black voters represents an increase over comparable 1976 figures and is greater than the undecided percentage among all voters. For this reason, Carter's enhanced strength among Blacks who are likley to vote holds mixed blessings for the incumbent. On the one hand, it suggests that he may yet match the percentage of the Black vote he attained in 1976. On the other, it warns a possible lower Black turnout in view of the correlation between decision and abstention. This latter scenario would hurt the Democratic candidate far more than it would the Republcan due to Blacks historic fidelity to the Democratic party.

It should also be noted that Carter has gained 14% among the substantial majority of Blacks who identify themselves as Democrats, (72% in Data Black III and 74% in Data Black IV), moving from 63% to 77% among this group.

T-1.1

1.2 The Anderson Factor

Blacks selecting Anderson in the three-way race were asked for their Presidential preference in a two-man contest between Carter and Reagan. Fifty-one percent of those originally supporting Anderson switch to Carter, 14% to Reagan, 21% say they would not vote and 12% become undecided.

T-1.4

The new configuration, as well as Carter's gain in a

two-way race since December, 1979, is illustrated below.

	Data Black I* December, 1979	Data Black II* March, 1980	Data Black III August, 1980	Data Black IV September, 1980
	Total	Total	Total	Total
Total respondents	(752)**	(601)**	(1240)	(1175)
Jimmy Carter	69	70	63	71
Ronald Reagan	7	13	12	3
Not vote/not sure	24	17	25	24

T-1.5 The potentially corrosive effect of the Anderson campaign upon Carter's re-election effort is underscored by the 12% of all Black adults and the 14% of those saying they will definitely or probably vote who would select the independent if the public opinion polls indicated "considerable support" for him. Although 30% of Reagan's voters would switch to Anderson under

T-1.1 these circumstances, as opposed to only 12% of Carter's, it remains that 12% of 69% is larger than 30% of 3%.

T-1.6 Yet, the proportion of Blacks who would turn to Anderson if the independent improved his standing among the general electorate has declined by 6% since August when 18% took this position.

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*The "not vote" response option was not provided in Data Black I and II; these figures reflect just the "not sure" response, for Data Black III and IV, the figures are combined percentages of the "not vote/not sure" categories, thus the increase in "not vote/not sure" since March, 1980 may be overstated.

**The total respondents reflect half of the sample for Data Black I and II.

Observation:

Thus, as Anderson experiences a decline in national polls, one can expect him to suffer a decrease in his total among Black voters as well. This conclusion is borne out by the independent's 4% slide since Data Black III.

1.3 Reasons Behind Presidential Preference

T-1.7

The 69% of Black adults selecting Jimmy Carter in a three-way contest were asked to describe, in their own words, the reasons behind their choice and the following were mentioned by at least 5%:

- He's a Democrat (14%);
- Better candidate/best man for the job (13%);
- Does a good job (12%);
- Best of the three/least of three evils (10%);
- Does a good job for Blacks/willing to help Blacks (10%);
- Dislike Reagan (7%);
- Miscellaneous job-related reasons (7%);
- Personal characteristics (5%);
- Misceallanous negative comments on Reagan (6%);
- Needs more time/another chance (6%); and,
- Reagan is racist/prejudiced/won't help Blacks (5%).

Overall, 48% of Carter voters compliment the President's on-the-job performance, 33% cite agreeable positions or issues associated with the incumbent, 20% offer a negative opinion of Reagan, 11% mention that Carter is pro-Black in some way, 9% cite a positively-viewed personal characteristic and 5% criticize Anderson. Only 5% of those selecting Carter are unable to explain their decision.

T-1.8 Of the 3% (40 respondents) who choose Reagan, 45% cite an anti-Carter rationale, 32% complement Reagan for his performance in office as Governor, and during the campaign and 20% cite agreeable issues or positions which they associate with the Republican challenger. Once again, only 5% do not offer an explanation for their electoral selection.

1.4 Reasons Behind Not Voting

T-1.9 Those Black adults who are not registered to vote and do not plan to do so or who say they will definitely or probably not vote (17% of the total) were asked to explain their reasons for staying at home in November. The following explanations are offered by at least 5% of this group:

- o Dislike candidates/no one worth voting for (17%);
- o Religious reasons/against my religion (13%);
- o Not interested/can't bother (10%);
- o Not registered yet/registration hasn't come through (9%);

- Nothing will change/no candidate will make a difference (8%); and,
- Not sure/no reason (16%).

Table 1.1

Q. 8 IN THIS YEAR'S ELECTION FOR PRESIDENT, THE CANDIDATES ARE:

JIMMY CARTER, RUNNING AS THE DEMOCRATIC NOMINEE
RONALD REAGAN, RUNNING AS THE REPUBLICAN NOMINEE
JOHN ANDERSON, RUNNING AS THE INDEPENDENT NOMINEE

IF THE ELECTION WERE HELD TOMORROW, FOR WHOM WOULD YOU VOTE?

	Data Black III		Data Black IV	
	Total	Democrat	Total	Democrat
Total respondents	(1240)	(894)	(1175)	(873)
	%	%	%	%
Jimmy Carter	53	63	69	77
Ronald Reagan	8	6	3	1
John Anderson	8	5	4	2
Not vote	10	6	6	3
Not sure	20	20	18	17

Table 1.6

Q. 9C WOULD YOU VOTE FOR JOHN ANDERSON
IF THE PUBLIC OPINION POLLS INDICATE CONSIDERABLE SUPPORT
(Base: Those not voting for Anderson)

	Data Black III	Data Black IV
	Total	Total
Total respondents	(1175)	(1133)
Would vote for John Anderson	18	12
Would not vote for John Anderson	53	61
Not sure	29	27

2. EVALUATIONS OF PRESIDENT CARTER

Observation:

President Carter's increased vote total among Black Americans is reflected by an increasing approval of his on-the-job performance.

T-2.1

Forty percent (40%) of Black adults voice a positive opinion of Jimmy Carter's performance as President, 39% are neutral and 17% voice a negative opinion. These data represent a 16% increase in favorable marks, a 3% decrease in neutral comments and a 12% decrease in negative ratings, since Data Black II, when the figures stood at 24%, 42% and 29%, respectively.

It should be noted, however, that 10% of Carter's own voters award the President with negative marks and 40% are neutral in this regard.

Observation:

These figures suggest a lack of enthusiasm for the President among his own voters and underscores the spectre of decreased turnout.

Blacks aged 50 and over (54%), rural Blacks (45%) and southern Blacks (48%) tend to rate the President higher than do others.

More than a majority of Black adults (56%) predict Jimmy Carter would do more to help Black Americans in a second term than he did in his first. Nearly one-third (32%) believe

T-2.2 he would do the same during his second as during his first, 5% believe he would do less and 7% are unsure. The following groups are more optimistic than others in terms of a second term improvement in Carter's efforts to help Blacks:

- o Blacks aged 50 and older (70%);
- o Carter voters (67%);
- o Rural Blacks (65%); and,
- o Those who say they will definitely vote (64%).

3. ISSUES OF CONCERN TO BLACK AMERICANS

More than a majority of Black Americans (70%) believe civil rights matters are receiving too little attention from Presidential candidates this year, whereas only 8% feel they are receiving the right amount of attention, 4% feel they are receiving too much attention and 18% are unsure. This pattern pervades all demographic groups analyzed, including both Carter and Reagan voters.

T-3.1

Blacks were also asked to describe, in their own words, the most important things a President should do to help Black Americans. The overwhelming response, mentioned by 62%, is reducing unemployment and finding jobs. Other prominent citations include:

T-3.2

- Improve education (15%);
- Improve housing (13%);
- Reduce inflation (8%);
- Fight discrimination (7%);
- Fight for equal/fair judicial treatment (7%); and,
- Not sure (23%).

3.1 Candidate Comparisions

Jimmy Carter receives the highest marks of the three candidates for in terms of desire to help solve the problems of Black Americans. Nearly three-fourths (74%) believe the Pres-

T-3.3

ident wants to help solve these problems a great deal (30%) or some (44%) while 18% believe he wants to solve the problems only a little (16%) or not at all (2%). Anderson attracts more positive citations in this regard than does Reagan, but over one-third (35%) are unsure about this aspect of the independent; only 8% and 12% are unsure about Carter and Reagan, respectively.

Seventeen percent (17%) feel Reagan wants to help solve the problems of Black Americans either a great deal (3%) or some (14%) while more than half (72%) believe Reagan wants to solve these problems only a little (30%) or not at all (42%). The comparable figures for Anderson are 28%, a great deal (5%) or some (23%) and 37% only a little (25%) or not at all (12%).

Blacks are more optimistic about their economic prospects under a Carter than under a Reagan or Anderson Administration. Fourty-three percent (43%) believe their economic situation will

T-3.4

get better if Carter is elected, 13% feel it will grow worse, 37% feel it will stay the same, and 7% are unsure. Nine percent (9%) say their economic situation will get better if Reagan is elected, 60% say it will get worse, 21% say it will say the same and 10% are unsure. Anderson, once again, fares better than Reagan: 12% of Black adults feel their economic situation will get better under an Anderson Administration, 26% feel it will get worse, 38% believe it will stay the same and 24% are unsure.

3.2 Partisan Comparisons

Observation:

The effort of the Republican party to demonstrate increased concern about the problems of Black Americans has not convinced most Blacks that the G.O.P. is, indeed, more concerned about these issues than it was in the past.

More Blacks feel the Republican party is now less interested in solving the problems of Blacks than they were four years ago (36%), than feel they are now more interested in doing so (31%). Seventeen percent (17%) believe the Republican party is as interested now as in the past and 16% are unsure.

Although nearly half of Black adults (46%) feel the Democratic party is now more interested in solving the problems

T-3.5 of Blacks than it was four years ago, more than one quarter (27%) believe the party is now less interested in solving these problems. In addition, 18% feel the Democratic party is as interested now as it was four years ago and 8% are unsure. Responses among Black Democrats conform closely to the total configuration: 51% believe their party is more interested, 18% believe it is as interested, 26% feel it is less interested and 5% not sure.

3.3 Racial Comparisons

T-3.6 Nearly three-fourths (74%) of Blacks feel that Black

public officals and leaders want to solve the problems of Blacks either a great deal (36%) or some (38%) whereas 21% believe they want to solve these problems only a little (18%) or not at all (18%).

Less than half (41%) feel white public officials and leaders want to solve the problems of Blacks either a great deal (8%) or some (33%) while 53% believe white public officials and leaders want to solve these problems only a little (42%) or not at all (11%).

Observation:

Black Americans place more faith in Black-led efforts to solve Black problems than they do in White-led efforts to solve these problems.

Table 3.4

Q. 19-20
DURING THE NEXT YEAR DO YOU THINK YOUR ECONOMIC SITUATION WILL GET BETTER, GET WORSE OR STAY ABOUT THE SAME IF JIMMY CARTER/RONALD REAGAN/JOHN ANDERSON IS ELECTED/ RE-ELECTED PRESIDENT OF THE UNITED STATES?

	Carter	Reagan	Anderson
Total respondents	(580)	(595)	(580)
	%	%	%
Better	43	9	12
Worse	13	60	26
Same	37	21	38
Not sure	7	10	24

Table 3.5

Q. 18 A AND B
WOULD YOU SAY THE DEMOCRATIC/REPUBLICAN PARTY IS NOW MORE INTERESTED, AS INTERESTED OR LESS INTERESTED IN HELPING TO SOLVE THE PROLBMES OF BLACKS AMERICANS AS COMPARED WITH FOUR YEARS AGO?
(Base: Total respondents)

	Republican party	Democratic party
Total respondents	(580)	(595)
	%	%
More interested	31	46
As interested	17	18
Less interested	36	27
Not sure	16	8

Table 3.6

Q. 16-17
IN GENERAL, HOW MUCH DO MOST WHITE/BLACK PUBLIC OFFICALS AND LEADERS WANT TO SOLVE THE PROBLEMS OF BLACK AMERICANS: A GREAT DEAL, SOME, ONLY A LITTLE, OR NOT AT ALL
(Base: Total respondents)

	White leaders	Black leaders
Total respondents	(595)	(595)
	%	%
A great deal	8	36
Some	33	38
Only a little	42	18
Not at all	11	3
Not sure	6	5

TECHNICAL NOTE

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